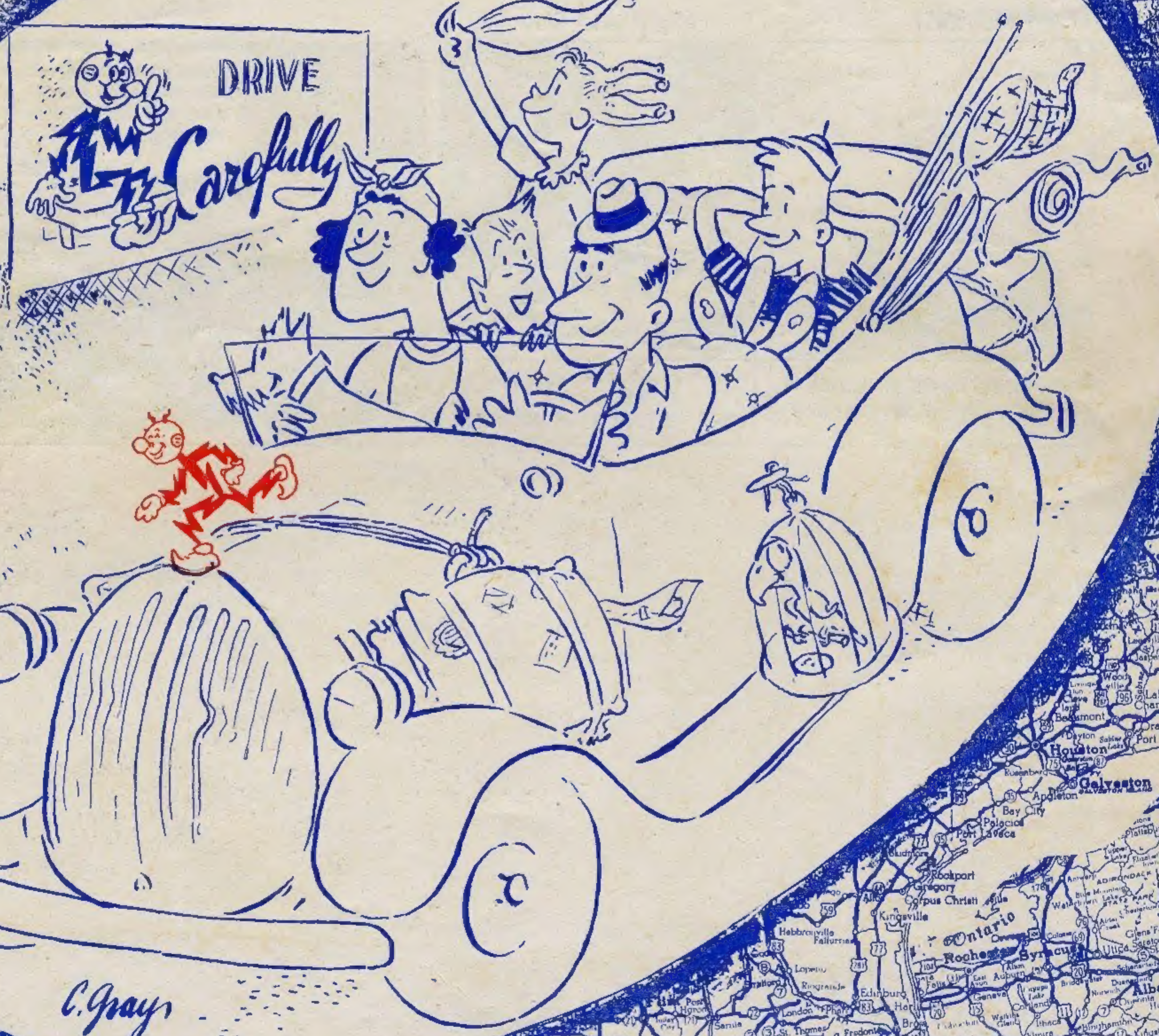
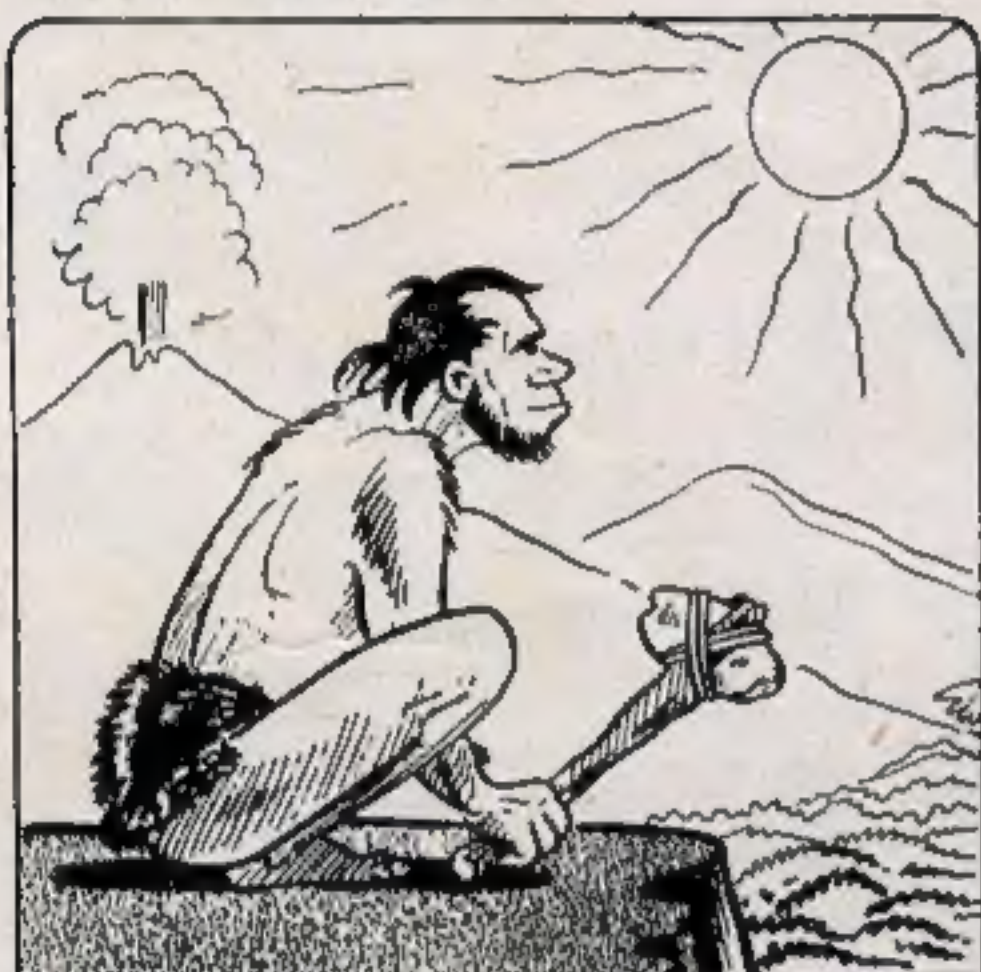


PLAN
N. O. 4
THINKS



REDDY KILOWATT

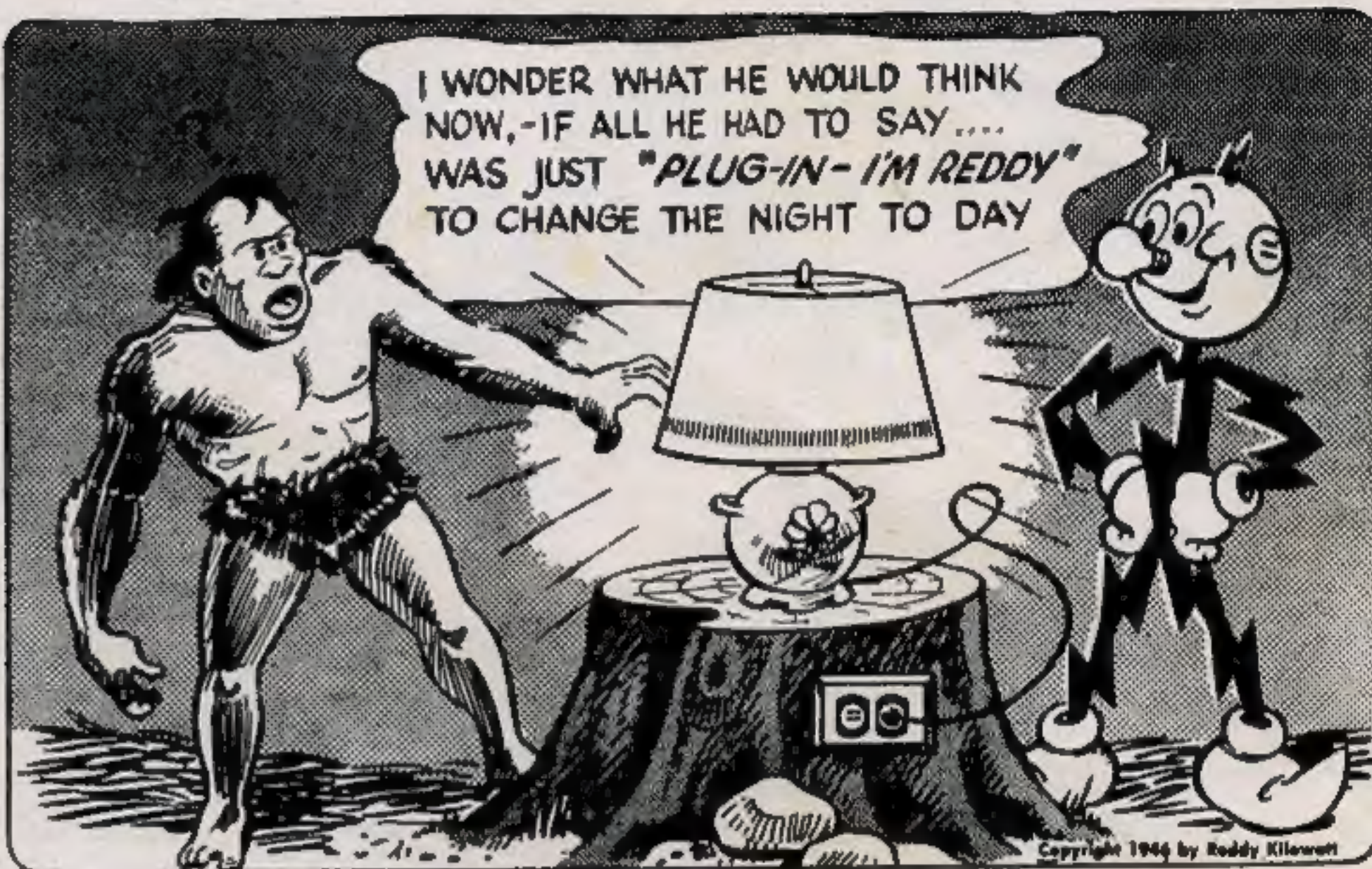
.... Night and Day



NEANDERTHAL, THE STONE-AGE MAN
DEPENDS ON THE SUN FOR LIGHT



THE FAGOT THAT HE BURNED
AT NIGHT
WAS NEITHER CLEAN NOR BRIGHT



Copyright 1944 by Reddy Kilowatt

AROUND



THE SYSTEM

Of interest to many old time Gulf Staters is the news that former employee George Johnson has moved back to El Paso Electric Company from Savannah Electric Company. George assumes the position of Merchandising Manager with the El Paso company.

VISITORS—

Egbert Henry of El Paso Electric Company and a former Gulf Stater was a visitor in Navasota during the latter part of June. Egbert, whose parents live in Navasota and whose wife's parents live at Huntsville, was spending his vacation visiting with friends and relatives in that section.

Henry has been with El Paso since 1936, going to that utility from the Beaumont accounting department.

During June many Gulf Staters had the pleasure of visiting with former employee Lewis Lengnick who was in the states for a 45 day vacation from his duties with the Hawaiian Electric Company, Ltd. in Honolulu. This is the first time off Lewis has had since the beginning of the war, and as Lewis puts it, "it is really a treat."



OLD FRIENDS VISIT—Left to right, Wilbur F. Fairland, of the F. P. C.; L. F. Riegel, Gulf States General Sales Manager; and Cecil Webb, Jr., vice-president of Puget Sound Power & Light Co., of Seattle, all former VEPCO employees.

General Sales Manager L. F. Riegel, Beaumont, had a pleasant visit with two old friends and former fellow workers during the early part of July, when Cecil Webb, Jr. and Wilbur F. Fairland dropped in while in Beaumont on business. Both Messrs Webb and Fairland were with the Virginia Electric and Power Company during the time Mr. Riegel was located there. Mr. Webb is now vice-president of the Puget Sound Power and Light Company of Seattle, Washington and Mr. Fairland is Regional Engineer for the Federal Power Commission, with offices at Fort Worth, Texas.

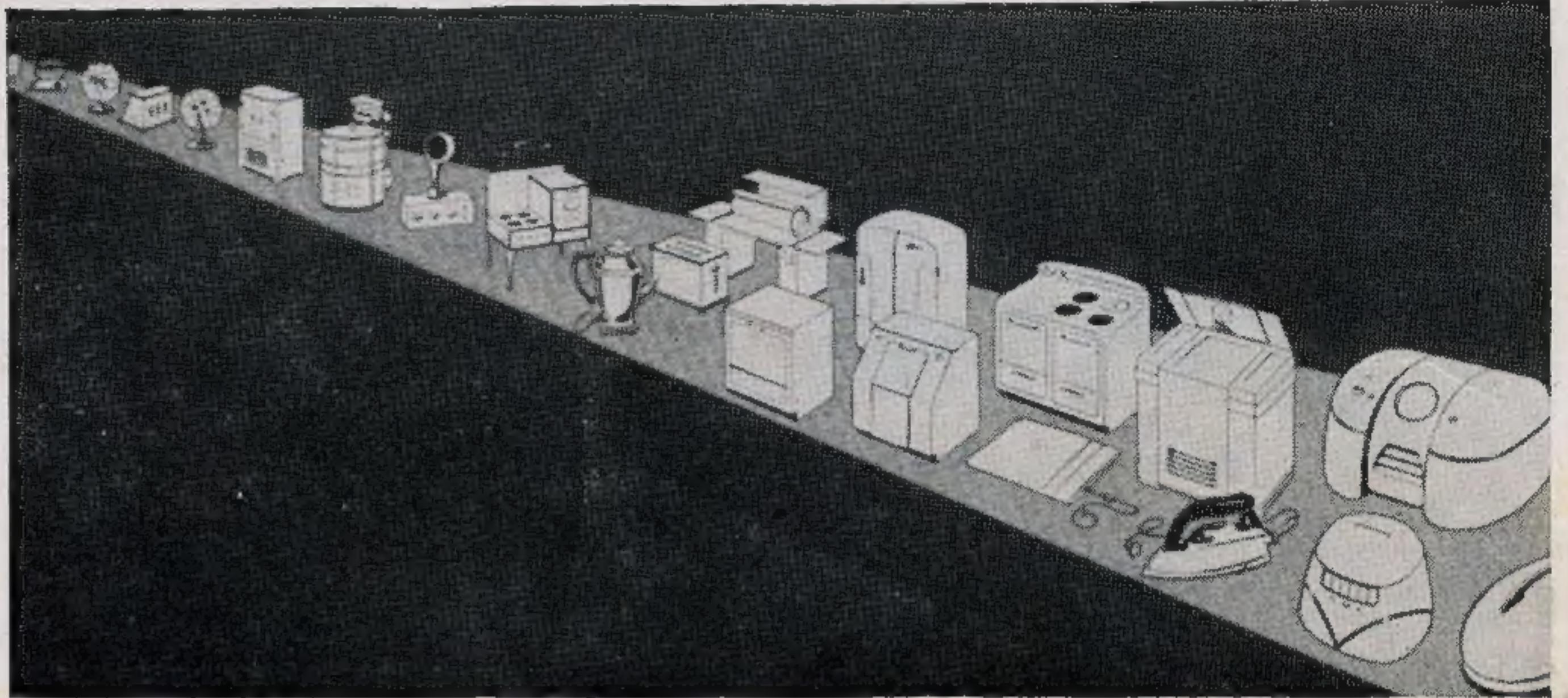
(Continued on Page 14)

G.S.U. AND POSTWAR MERCHANDISE

In answer to many questions from employees throughout the system on the present and future status of merchandising by Gulf States, here is an authoritative statement on this situation at this time. As to the availability of materials and the finished product things are still changing, but for now here it is.

The overall appliance picture is still not too bright, although production is gradually being accelerated. With some manufacturers shortages of various materials and parts still exist and prevent the complete assembly

is a field that supplements this principal occupation, and is necessary to stimulate the use of equipment that will require more and more of the product we sell. The bulk of electrical equipment is sold by independent appliance dealers, who in some cases do nothing but handle such merchandise. Our entire merchandising program is built around an enthusiastic and cooperative relationship with these dealers, and it is the desire of our company to have these merchants sell to the consumers in our service area their appliance needs.



ly of many types of appliances. With others who may have merchandise ready to ship, distribution is hampered by a shortage of crating material or of shipping space, both of which are still extremely critical. In general the whole industry is still in the reconversion period, and at this time it looks as if the situation will remain pretty much unchanged for the next two or three months.

As every employee probably knows there is of course some merchandise being distributed to dealers throughout the whole country, but due to the conditions outlined above the supply is spread mighty thin. The fact that some merchandise is seen now and then in the various appliance stores and practically none on Gulf States show room floors has led many employees to the conclusion that the company is not going to enter into the merchandising field as previously. This is not true.

G. S. U. WILL SELL MERCHANDISE

Gulf States will sell a complete line of household electrical equipment, with the exception of radios and certain of the other items not previously handled. Also this merchandise, when available, will be sold to employees on a basis similar to that employed before the war. In other words an employee will be able to purchase appliances at company cost, plus a nominal handling charge, at terms which are at present regulated by the Federal Government.

Our merchandise department explains why there is very little merchandise being displayed by our company. Primarily the reason is that there isn't enough appliances to go around to permit even a reasonable exhibition in any of our stores. We are getting a few appliances in small quantities, and these are being sold to employees who are in real need of such equipment.

G. S. U.—DEALER COOPERATIVE PROGRAM

In explanation of our merchandise program it is pointed out that our's is primarily a company whose business is the sale and distribution of electrical energy. Merchandising

It is essential too that these dealers get as much of the merchandise that they can possibly obtain at this time in order to have enough material to sell and stay in business.

Naturally as long as there isn't enough for everybody someone must get by on less. We are cooperating with the independent dealer in every way, and are relinquishing what merchandise we can possibly do without so that our cooperative dealer program can be accomplished.

WAIT IF YOU CAN

Our sales department requests that all employees join with them in an effort to make the plan work. Unless an appliance is absolutely needed, put off buying it. The merchandise that is being manufactured now is largely of prewar design, and will be until manufacturers make a complete emergence from the reconversion period. New models, in quantities sufficient for everyone, are generally expected to be on the market by 1947 in quantities sufficient for everyone. So wait if you can.

B. R. Songster Group Get Favorable Notice

The Baton Rouge division has among its members three young song-birds who belong to, and in fact are principal officers of, one of the choral societies in town which has been given a great deal of favorable notice of late.

The group is called "The Chansonettes" and is composed of girls who have always gone to school and church together. They have appeared on the local radio station numerous times and at school programs, weddings, and church programs, always with success.

Roberta Lee Strickland, Baton Rouge steno, is president of the group. Frances Smiley, Baton Rouge accounting, is vice president and Eleanor Gray, Baton Rouge steno, is secretary-treasurer.

HONORED

L. F. Riegel



L. F. Riegel, general sales manager, was elected president of the Beaumont Round Table club at a meeting held June 14. Mr. Riegel will hold this position for one-half year. The Round Table club is a social club comprised of leading Beaumont business men.



LEVOIS



Cruise



Shirey

Henry C. Levois, Port Arthur superintendent of sales, who is retiring president of the Port Orthur Lions club, left July 13 to represent his club at the Lion's International convention in Philadelphia, July 16 through 19. Henry was one of five delegates selected by his club to attend the convention.

R. B. Cruise, system engineering department, was elected a director of the Beaumont Exchange Club for 1946-47 term. Bob is a past president of the local service club.

R. B. Cruise, system engineering, Beaumont, was named chairman of a committee of the Texas Society of Professional Engineers to organize an Engineer's Council of the Sabine District. The purpose of the council will be to promote the public welfare through and by technical and engineering knowledge and to solidify and promote member professional organizations in this district.

C. P. Shirey, safety director, was elected vice-chairman of the Sabine-Neches chapter of the American Society of Safety Engineers



Pace



Allen



Gager

L. C. Pace, Beaumont production, was made captain of host of the Beaumont chapter No. 188, Royal Arch Masons at their installation of new officers on July 8.

F. Parker Allen, system merchandising manager, was elected treasurer of the Beaumont Exchange Club for the ensuing year at a meeting held early in July. Parker has held this same office for several previous years.

B. H. Gager, Beaumont t & d, was elected inner guard of the Jefferson Lodge No. 55 of the Knights of Pythias at a meeting held for the annual election of officer's July 3.

Materials Situation Explained By Orrick

Like individuals who have built up a long list of things to purchase Gulf States too has a big backlog of orders for materials to replace those worn out or necessary to maintain a healthy growing business. To furnish power for the homes and industries located in our service area we need many motors, transformers, poles, crossarms, plus wire and cable and numerous other minor items, most of which are still very hard to obtain.

Purchasing Agent Jack Orrick, of Beaumont, prepared a bulletin for engineers, and others interested in the situation, to show the status of supply and demand as it concerns our company in particular and the industry in general, and since indirectly it is of interest to every employee a summary of this bulletin, as follows, was prepared for Plain Talks.

Delivery promises on new orders for distribution transformers run from eight to 15 months on the three and five kva sizes; on other sizes from five to eight months. Power transformers from eight to fifteen months.

Wire and cable will require from six to eight months before delivery except on items using steel, where delivery dates are indefinite.

Poles remain in short supply and much latitude must be given suppliers who must substitute diameter sizes sometimes to fill orders. Cross arms also are critical, with delivery promises ranging from twelve to fifteen months.

Insulators and insulator hardware requires from eight to fifteen months before delivery.

Line hardware and accessories are scarce and deliveries are spotty and generally slow.

Something that most all of us would like to get are new automobiles. Gulf States, like most individuals, has been operating many cars beyond their normal life, with consequent limitations on the use of these vehicles. The demand for new cars and trucks is acute in some cases. However, here too deliveries are slow, with practically all manufacturers making pre-war models only, and even not enough of these. Electrical merchandise, as explained elsewhere in Plain Talks, is also still short and deliveries are slow.

Knew His Folks

His wife determined to cure him of his drunken habit. Robed in a sheet, carrying a small flashlight, she shook him energetically before she roused him.

Husband: Wash that?

Wife (in sepulchral tone): Satin.

Husband: Shake handsh, old horse, I married your sister.

Cat—How old is Elizabeth?

Cattier—Don't know, but everyone was overcome by the heat from the candles at her last birthday.—Tit-Bits.

Sign in a Denver restaurant:

WANTED: Man to wash dishes and two waitresses.

He: Darling, I am groping for words.

She: "Well, you won't find them there.

R.W.Minvielle Makes Portable Elec. Drill



DRILLING through a medium size pole in practically nothing flat, R. W. Minvielle demonstrates his clever creation for Plain Talks.

Anyone who now works in the line or substation crew, or anyone who has served a hitch in yester years, knows well the laboriousness of manually twisting a 11/16" bit through a 6, 10, 12 or 18 inch pole. It takes several minutes strenuous effort plus another little while to recover from your exertions, and both, multiplied by the number of poles bored a day, account for quite a bit of time.

An electric drill gets away from this, but the power source is a problem for electric lines are usually built because electricity is not available. As a substitute the portable generator is used in some cases, but it weighs 100 pounds or so, has to be cranked, is noisy and frequently troublesome.

R. W. Minvielle, substation shop foreman in the Baton Rouge division, cut the Gordian knot by finagling the wiring in a Model A Ford starter motor, attaching two 25' lengths of welder cord between the starter motor and a regular six volt automobile battery on the other end, and fastening an 11/16" machine auger bit to the shaft of the starter motor. Two switches are attached to the top of the motor and a pipe handle is welded on top of the motor housing for handling the drill and presto, in less than five seconds, the puniest person can drill a hole through an 8" pole.

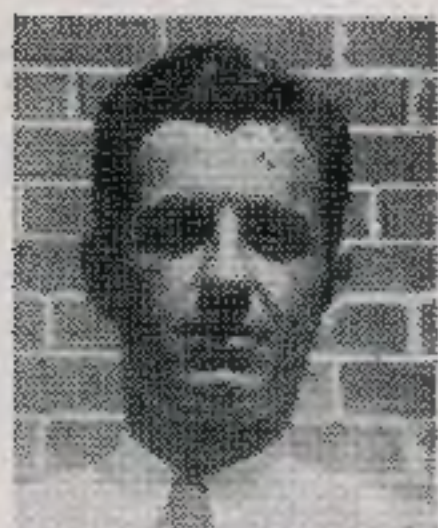
If the drill is used all day long placing hardware on poles it is necessary to charge the automobile battery each night.

Needless to say, this device helps get more lights to more people quicker.

ON NEW JOBS



Mary



Corkern

Austin J. Mary, former engineer in the Baton Rouge distribution department, was made supervisor of the distribution engineering department of the Baton Rouge division effective June 16. Mary succeeds Matt Craig who was recently transferred to the system engineering department in Beaumont.

Austin graduated from Louisiana State University in 1934. He took his B. S. degree in electrical engineering and also holds an M. S. from the same institution.

M. C. Corkern, Jr., Baton Rouge accounting, has been transferred to Denham Springs where he has been named local office clerk.

With the Sick

Plain Talks is pleased to report that those Gulf Staters who were listed as on the sick list last issue are either back at work or are much improved since that date.

C. H. "Chief" Meeks, district superintendent at Orange, is up and around and though still taking it easy is regaining his strength rapidly.

C. L. Potter, Beaumont substation, is back at work. He looks fine and feels fine, he says.

C. R. Goodman, system engineering, Beaumont, who underwent a major operation in New Orleans last month is doing fine and has returned to his home at 2810 Orange. He must remain in bed for some time yet but may receive visitors.

Morris Cunningham, Baton Rouge electric, who has been ill in the hospital is back on the job again.

Don Henderson, Beaumont line, who was severely and seriously burned when he came in contact with a 2300 volt distribution line while at work near Silsbee last September was released from John Sealy Hospital in Galveston June 18. He was brought to the home of his aunt and uncle, Mr. and Mrs. H. L. Dickey, 1380 Ave. F, in Beaumont, where he will remain until he recuperates further. Don is feeling fine and may receive company.



HENDERSON

C. T. "Sugar" Lewis, Beaumont production, is back at work after a two months illness, including a tonsilectomy. Sug has lost a bit of weight and looks a little pale but is feeling fine.

Tests by engineers at the Armour Research Foundation show that a single window shade drawn to the sill reduces the heat intake in a room about three times as much as a half drawn shade. The efficiency of a window shade in keeping out the sun's heat depends chiefly upon its color and finish. White shades reduce heat intake more than dark shades.

Married

Corrinne Linscomb, Orange station clerk, was married to Lonnie Dukes of the army on June 15. After a short honeymoon Sergeant and Mrs. Dukes left for Camp Hood where they will live while Lonnie is stationed there.



Benton



McGraw



Graziano

Dorothy Benton (B. R. Elec) and Archie McGraw (B. R. Gas) were married June 1.

Raymond E. Johnson & Mary Rita Graziano, both of Louisiana Station, were married on June 13.



Wilcox



Davis



Bailey

Jewell Wilcox, Beaumont customer accounts was married to Eugene H. Dundon of Beaumont on July 12 at a ceremony performed in Beaumont. Mr. and Mrs. Dundon plan to make their home in Beaumont.

Stanley E. Davis (La. Sta.) and Ouida Mae Gautreaux were married June 1, 1946.

Naomi "Billie" Gauthier (B. R. Acct.) was married to Creighton C. Smith on June 1.

Ida Louise Gaines, Somerville office clerk, was married to Eugene O. Vaughan of Paris, Texas in a ceremony performed in the Methodist Church at Somerville. Mr. and Mrs. Vaughan will make their home in Brenham.

New Employees

BEAUMONT: James Scott, R. V. Bryant, Helen Stedman, t & d; Virginia Clark, accounting; Betty Estes, Lillian Weaver, customers accounts; Betty Jeans, engineering steno; James Sparks, Robert Hayes, Drexie Ridley, engineering; Margie Spafford, steno; Arthur Coffey, production; Mary Jane Ellis, customers contacts; C. A. Estes, meter.

PORT ARTHUR: Daniel Segura, Wm. M. Bess, Jr., t & d; Antionette Feemster, cashier.

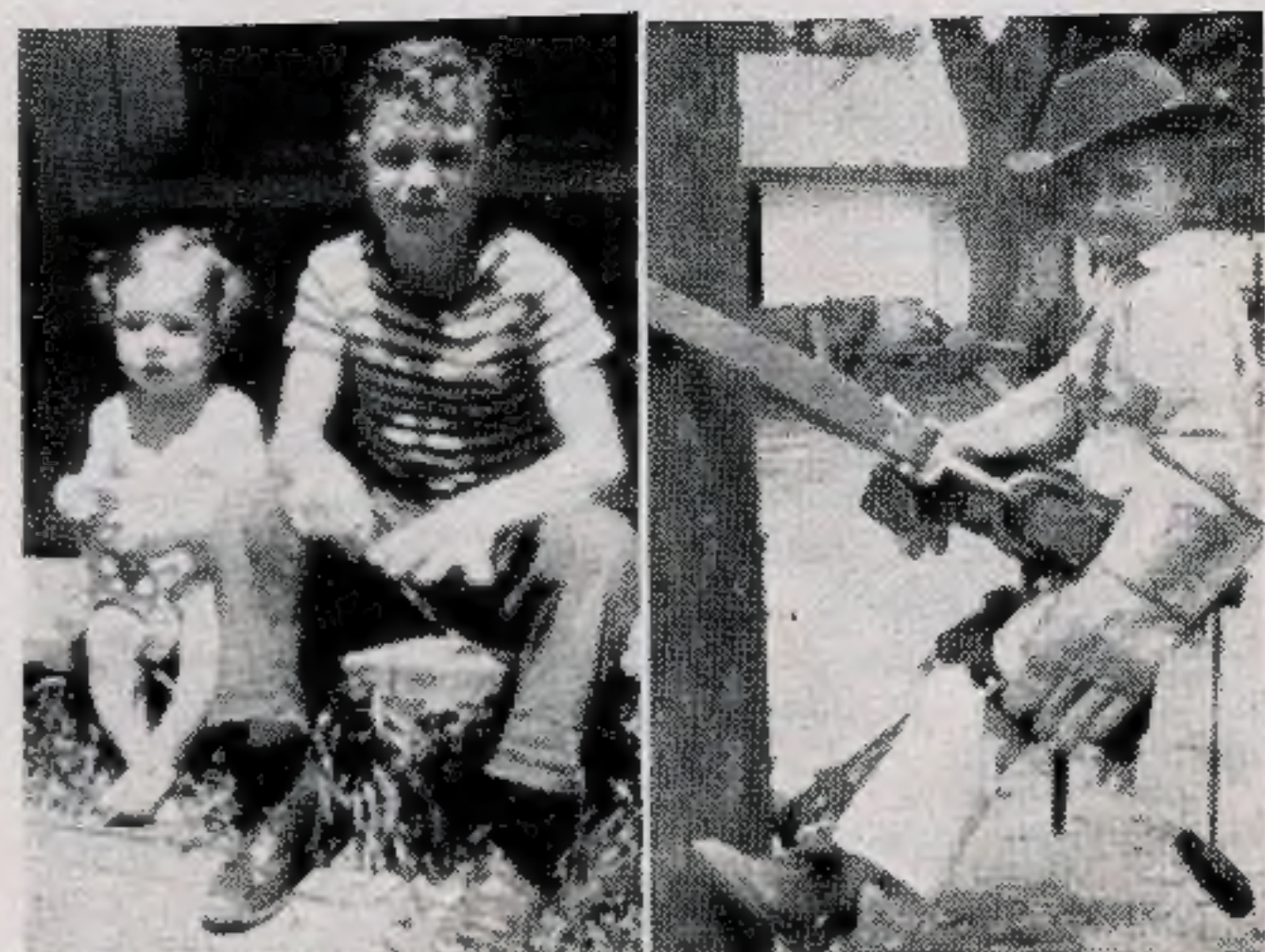
NAVASOTA DIVISION: J. M. Sullivan, Jr., t & d; Daniel A. Parker, janitor; Jewel Branch, garage; Mary Harrington, clerk, all in Navasota; Olive Price, Conroe office clerk; James Key, Huntsville customer contact representative;

LAKE CHARLES: J. F. Brumfield, Robert Leake, Jr., John Mouton, Horace McNeely, Melton Byrd, t & d; Fedial Antoine, production; Feland Bush, Jr., meter; Eleanora Phillips, Jennings office clerk; Germaine Guidry, Church Point clerk;

BATON ROUGE: Russell Hicks, Jr., Oscar Thompson, Jr., Earl Bowlin, t & d; William Hickman, production; Mary Sanders, steno; Darrel Clement, Denham Springs t & d;



GROWING WITH GULF STATERS



Mike and Pat Shannon **Hilliard Myers**

Don Michael is the one year old son of Carl Shannon of Beaumont t & d department. Don's birthday is on May 18.

On the right beside Mike is Pat, his 10 year old brother.

Like father like son. The youthful lineman is Hilliard J. Myers, Jr., son of Hilliard Sr., of the Jennings t & d department.



James William Thomson

James William Thomson is the one year old son of Bill Thomson, Beaumont power sales. Young Bill's birthday was on June 29.

Proud Parents



Bailey



Bacon

L. J. "Bug Ep" Efferson, Baton Rouge electric, is beaming with joy over the arrival of daughter, Glinda Margaret, on June 9.

Ed Bailey, Baton Rouge accounting, is the proud papa of a son, Bryan Leonel, born on May 10.

R. J. Berthelot, Louisiana Station welcomed a new son, Cecil Wayne, on June 18.

T. N. Riley, system engineering, Beaumont, welcomed another daughter, Lauren Kay who made her arrival on June 24.

R. C. Bacon, Beaumont line, announced the birth of an eight-pound daughter born at Beaumont infirmary July 5.

Fred Parent, Port Arthur t & d, is really Mr. Parent now. Fred's beaming over the arrival of a baby girl, Patricia Ann, born July 4. Congratulations!

PLAIN TALKS VISITS NAVASOTA DIVISION

By Jerry Stokes

Equipped with toothbrush and camera, and with the thumb in good shape for hitchhiking, yours truly recently embarked on a grand tour of Navasota division to corral material for Plain Talks, and to see if we couldn't inspire some of the folks up that way to come across with some Navasota news with some degree of regularity.

LIBERTY

After a late, but pretty good start, we got to our first stop just at noon. This was still in the Beaumont division, at District Superintendent Rhea Hudnall's baliwick in Liberty where we visited awhile with Rhea, Tene DeVore, local office clerk; Jewell Bailey, accounting, who was just married on June 6 and is still unfamiliar with the Mrs. prefix; and Holly Norman, distribution.

DAYTON

Moving on we dropped into the Dayton office (still in the Beaumont division) to find Katherine Hood, local office clerk, holding things down for Luke Levesque, local superintendent, who was out calling on a customer. The office at Dayton is in the western part of town and located on the road to Cleveland. It's a nice place to visit too.

CLEVELAND

At Cleveland we are really at last in the Navasota division, although on the very edge. We are in a new district too. Until recently the Cleveland office was a part of the Conroe district, but in the past month or so all Cleveland business is reported directly to division headquarters at Navasota. Roy Hudspeth is the district superintendent, but Roy, too, was out on business. E. L. Hegwood, district serviceman was on a call, so Jane Bazzoon, local office clerk, was the sole representative in the office. It was vacation time for the other clerk, Jean Walker, and also for Goree Matthews, district serviceman.

CONROE

Leaving Cleveland we soon got into the extensive oil fields of Montgomery County, and upon entering the charming city of Conroe, it is apparent that the citizens of this community have made wise use of the good fortune that the black gold has brought them. Their schools and other public buildings are sightly and substantial structures and much street improvement is evident. Private homes and buildings have kept pace with the general progress too. We were told that the court house at Conroe is one of the few air conditioned court houses in the state.

At the company's district office there we met affable Bill Earthman, Johnny Wakefield, Red Boswell, Betty Sue Gwin, and a newcomer to our company, Maxine Price. Diddie Welch, district superintendent, was vacationing at Black Lake, near Shreveport, trying his luck at fishing. Visiting the plant building, located to the rear of the office, we saw friendly Operator Herman Kuykendall, who had just come on duty, and he conducted a tour through the company's facilities plus the city's water plant (adjoining). The city water is pumped by Gulf States on a contract basis, hence we operate company owned pumps on the city property.

There was a lot more of Conroe that we wanted to see but Navasota was still 46 miles distant and the day's time was running out so we had to start traveling again. The last lap of the journey was unique in that part of the trip was made over a dirt road which, although designated a

state highway, is for some reason still unpaved.

NAVASOTA

At Navasota we found that the housing shortage was not confined to the larger cities of the country. Being somewhat a "stay at home" we were unacquainted with the travails of a traveler and were in for a surprise when hotel accommodations were requested. No rooms available!—not even in Bryan, the largest place nearby. We finally ended up where many a Gulf Stater in by-gone days has spent the night—the famous Camp Hotel.

Stepping into the lobby we were surprised to see a familiar face from back near our home grounds. Meterman J. O. Lively, just recently transferred from Port Arthur to Navasota, was passing away the time watching people, so we stopped to assist him. Before long we finally helped the local citizenry roll up the sidewalk and turned in.



Navasota's Pat Griffith took this picture of the Navasota River Bridge after it fell. A truck load of men had passed over the bridge a few minutes before it collapsed.

Next morning we went down to the local office bright and early (really) and had the pleasure of becoming acquainted with Ethel Doan and Mary Ann Harrington and visiting with them; former Beaumont Cecil Nantz, now district superintendent at Navasota; A. O. Russell; David Becker and L. W. Scott. While hanging around the office a spry oldster came in to pay his "current" bill, he says, and Cecil introduced him. He turns out to be the father of our good friend Tom Hensley of Beaumont production. A bit later J. W. Schumacher, an old time Gulf Stater, now retired, stepped into the office to see how things were going and stayed to chat awhile.

Next in Navasota is the division headquarters office, and our first stop was the garage. We met Melvin Doan, Ethel's brother, who is garage foreman; Dick Knight; Frank Dupree, both in the garage; and W. P. Carroll, chief engineer at Navasota. In the office proper we see our old friends, Phil Newman, division superintendent of sales; A. T. Holly, lighting engineer; Jerry Post, operating superintendent; and Al Baird, engineer.

Mildred Tribble, Navasota home service advisor, and Home Service Director Leonora 'O' Neal, of Beaumont, were there preparing data for Leonora's talk before a group

at A & M College on June 27. Also present are Jeannette Sangster, secretary to the division manager; Hulda Myers, distribution clerk; Mildred Piepenbrok, stenographer; Bob Morton, general substation foreman; Pat Griffith, engineer, all stirring around with more work than they seem to have time to do. Later we see three other well known Gulf Staters—General Foreman, John Brady; A. B. Wilson, assistant to the division manager; and E. L. Granau, the division manager—all of whom had been traveling around the division.

HEMPSTEAD

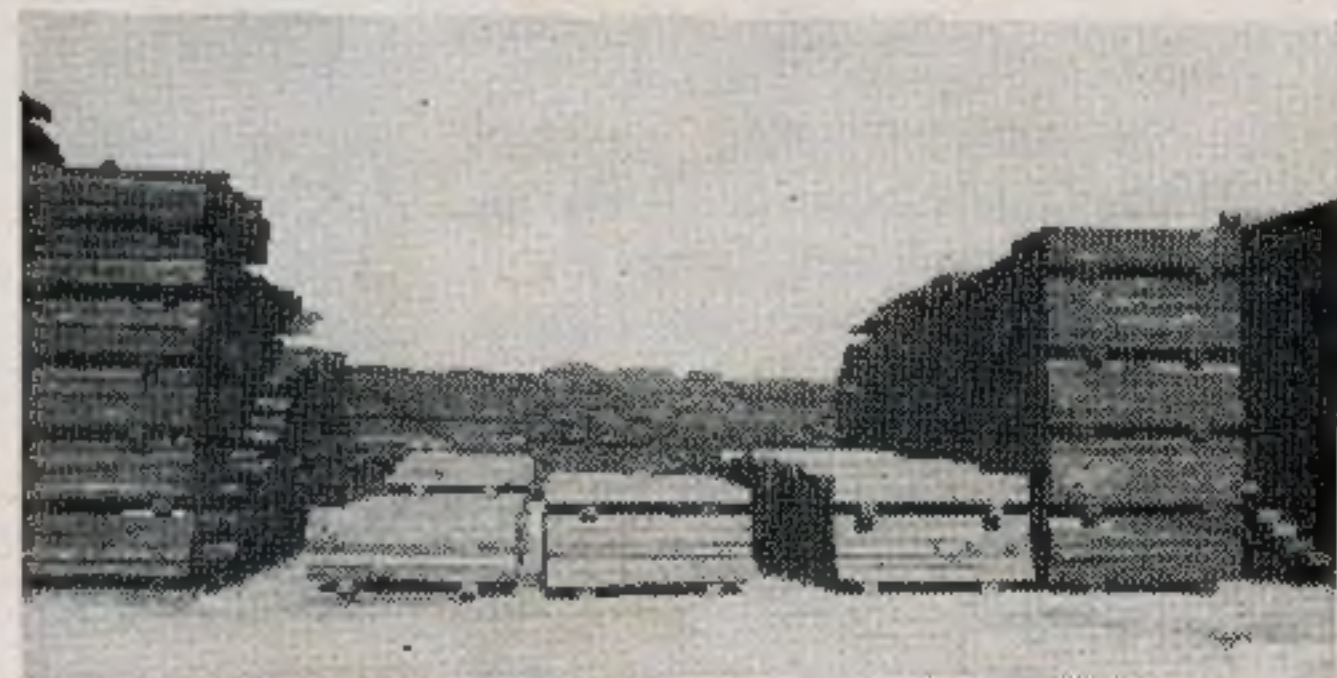
Next morning Phil Newman took us down to Hempstead, about 20 miles to the south, where we met Anna Weatherford, local office clerk; Holly Downs, local superintendent; and Marvel Skeide, an ex-GI who has been with us in the t & d department for some months. Later in the day we pick up Power Sales Engineer, O. G. Floyd, who is up from Beaumont to confer with several power customers in the Navasota division, and head toward Caldwell and Somerville. Since the recent collapse of the bridge over the river "Navasot," west of town, it is necessary to go to Caldwell by way of Bryan, so we see quite a bit of country on the trip. The bridge failure is a community calamity to citizens on the Navasota side of the river as quite a few have considerable interest in and around Old Washington (in adjoining Washington County), but work was already underway on a substitute low water bridge—and the future looks brighter.

CALDWELL

At Caldwell we see district superintendent W. T. Thaggard; Alma St. Urba, local office clerk; Jack Jordan, district serviceman there; and former Beaumont Hubert Burns, district serviceman up from Somerville on business. In the afternoon we visited Hubert's office where we also met Bobbie Campbell, local office clerk there.

SOMERVILLE

Slivers Floyd had to make a call at the Somerville Santa Fe Tie Plant, which, we are informed, is the largest tie plant in the world. The Santa Fe Railroad Company owns and operates this huge plant which cleans, cuts and creosotes railroad ties for their own vast network of rail lines throughout the southwest. Literally millions of ties are processed at this plant annually.

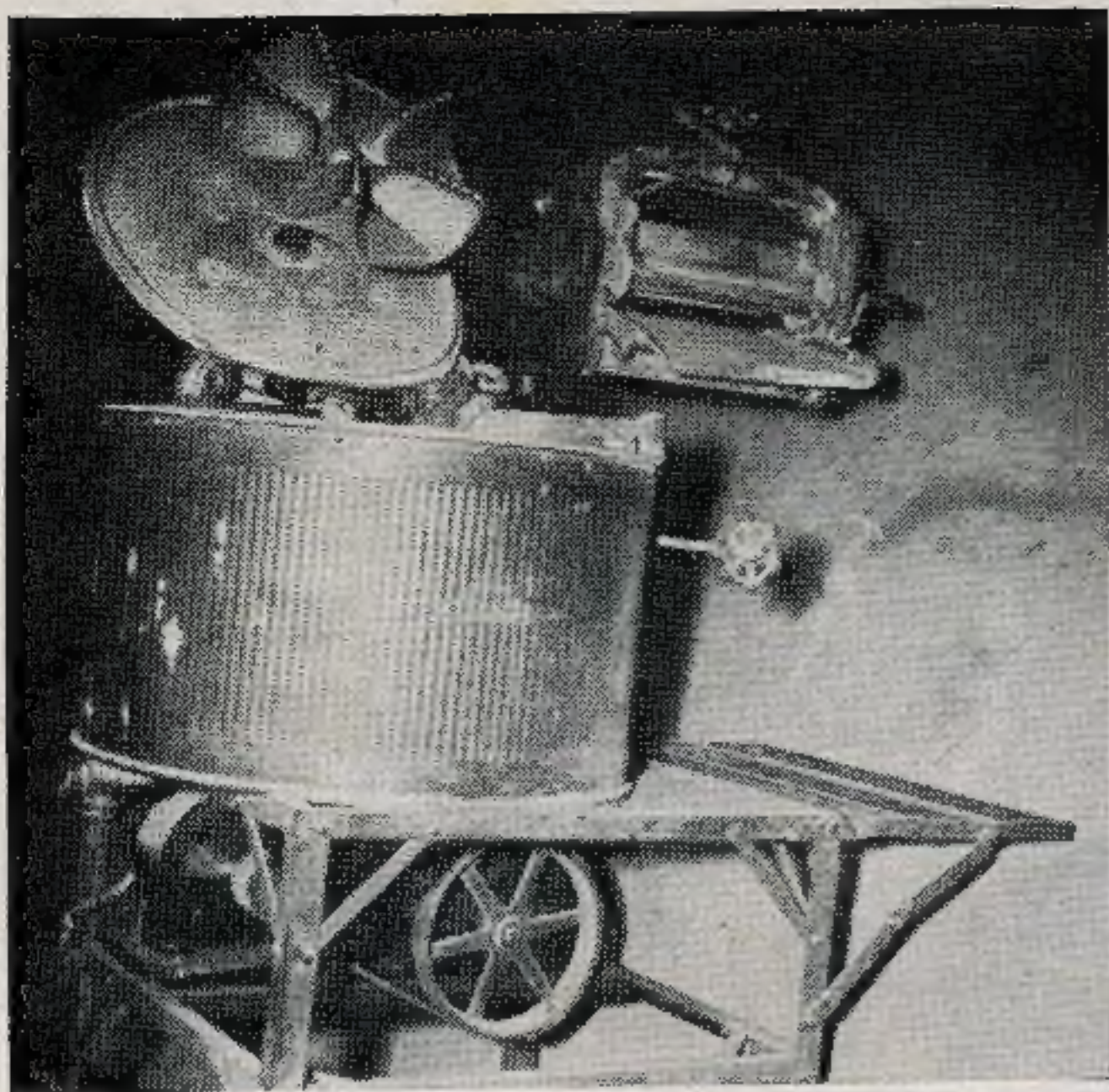


Part of the thousands of railroad ties at the Santa Fe Tie Plant at Somerville.

Also at Somerville we see two unusual washing machines. One, which was in the local office for repairs, was an old belt driven Automatic, twenty five years old, possibly older. The other, used almost daily, was a wooden, hand operated affair, driven by an arm lever, which, when pushed back and forth somewhat like a pump handle, rotated a wooden mangle inside the tub.

HUNTSVILLE

Next day we struck out with Slivers again, this time to Huntsville. This college town (Sam Houston State Teachers College is located here) is the most picturesque of all



Two old time washing machines found still in use at Somerville. Note the wooden handle that powers the "washer" on the right.

the towns in the Navasota division. The city itself is situated on a number of hills, and many streets are on sharp inclines. These streets are quite a hazard to a "flat country" resident, but quite pretty. The steepest one leads up to the tree studded college campus which overlooks the entire countryside. Huntsville's 450-500 foot elevation makes it the highest point in the Gulf States system and this fact is apparent even from a short distance outside the city.

Raymond Wright is district superintendent of Huntsville and Raymond has an able staff assisting him with the company's business. Friendly Wiley Sadler, sales representative; Jimmy Cates, serviceman; "Cotton" Kalwasser, lineman; and Jimmy Key, customer contact representative help take care of things on the outside, and the office is administered by two charming girls, Ruth Simmons and Dorothy Phillips, who is a newcomer.

TRINITY

Business in Trinity for Raymond and Slivers gives us an opportunity to get ac-

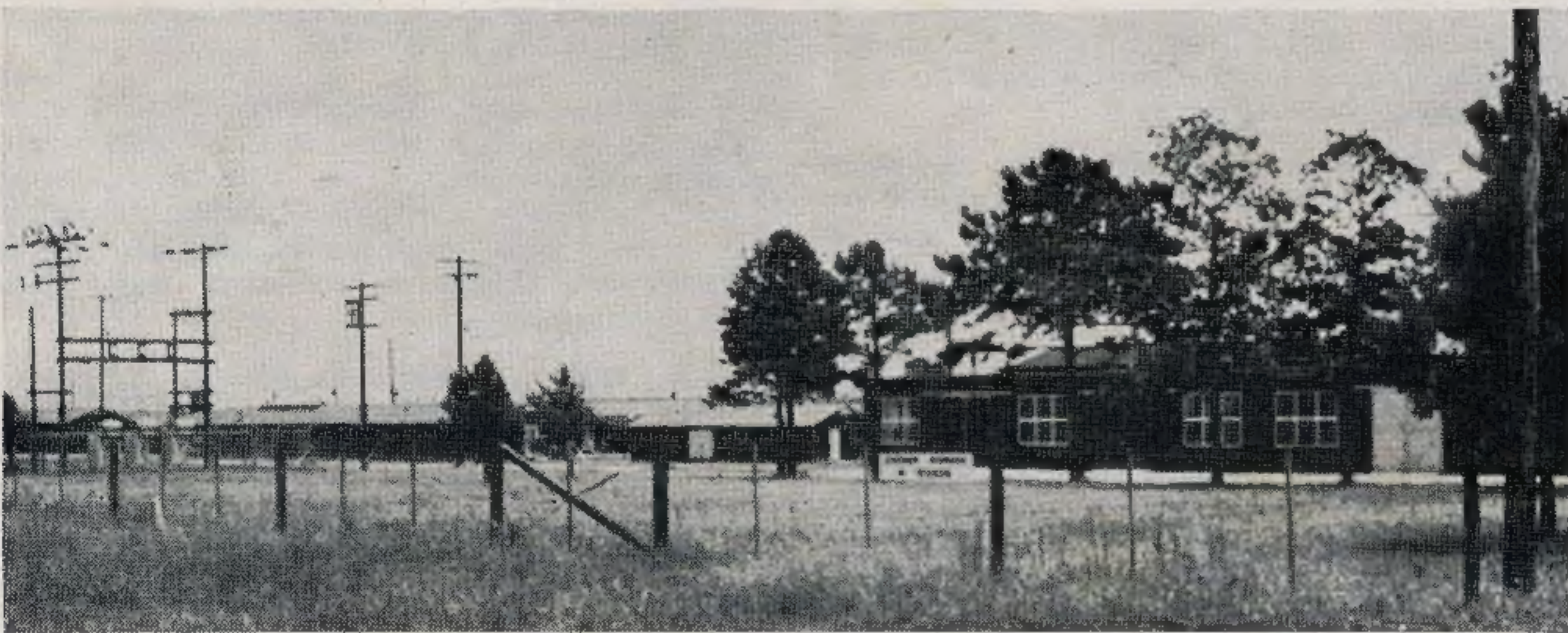


hardware, appliance, sporting goods and record and radio establishment. They really have the merchandise. Also in business here is former employee LeRoy Hardy who operates his own auto and hardware store very successfully.

MADISONVILLE

Next morning Raymond accommodates us by offering transportation to Madisonville, Calvert and back to Navasota so we can make connections with a ride back to Beaumont. Our first stop on the way was at Madisonville, where Kelly Hereford, district superintendent lives. Also there we met cashier I. C. Moore, a former Beaumont; Hershel Rowe, serviceman; and Garvice Rysinger, customer contact representative. Kelly and everyone else there are still bragging about the fine new street lighting installation the company recently put in for the city.

Because of limited time we had to pass



A partial view of the huge interment camp which Sam Houston State Teachers College has taken over for dormitories and classroom extension of the school. This camp is located on the Huntsville-Trinity highway several miles northwest of Huntsville.

quainted with Luther Sadler, serviceman, who was transferred to Trinity from Calvert when he returned to the company after helping his Uncle Sam several years, and also Anne Baird, local office clerk. Anne is a sister of friend Jim Baird out at Neches Station in Beaumont.

Trinity was a surprise. With a population of about 2,500 it boasts of one of the most completely stocked and modern stores between Houston and Shreveport. This store, Parkers, is a combination furniture,

up Normangee—which incident brings up this thought: Back in Beaumont (looking at a system map, or talking to some company old timer) the towns of the Navasota division seem like a small neighborhood group, but actually traveling through it is a "horse of a different mileage." It's a fair size area.

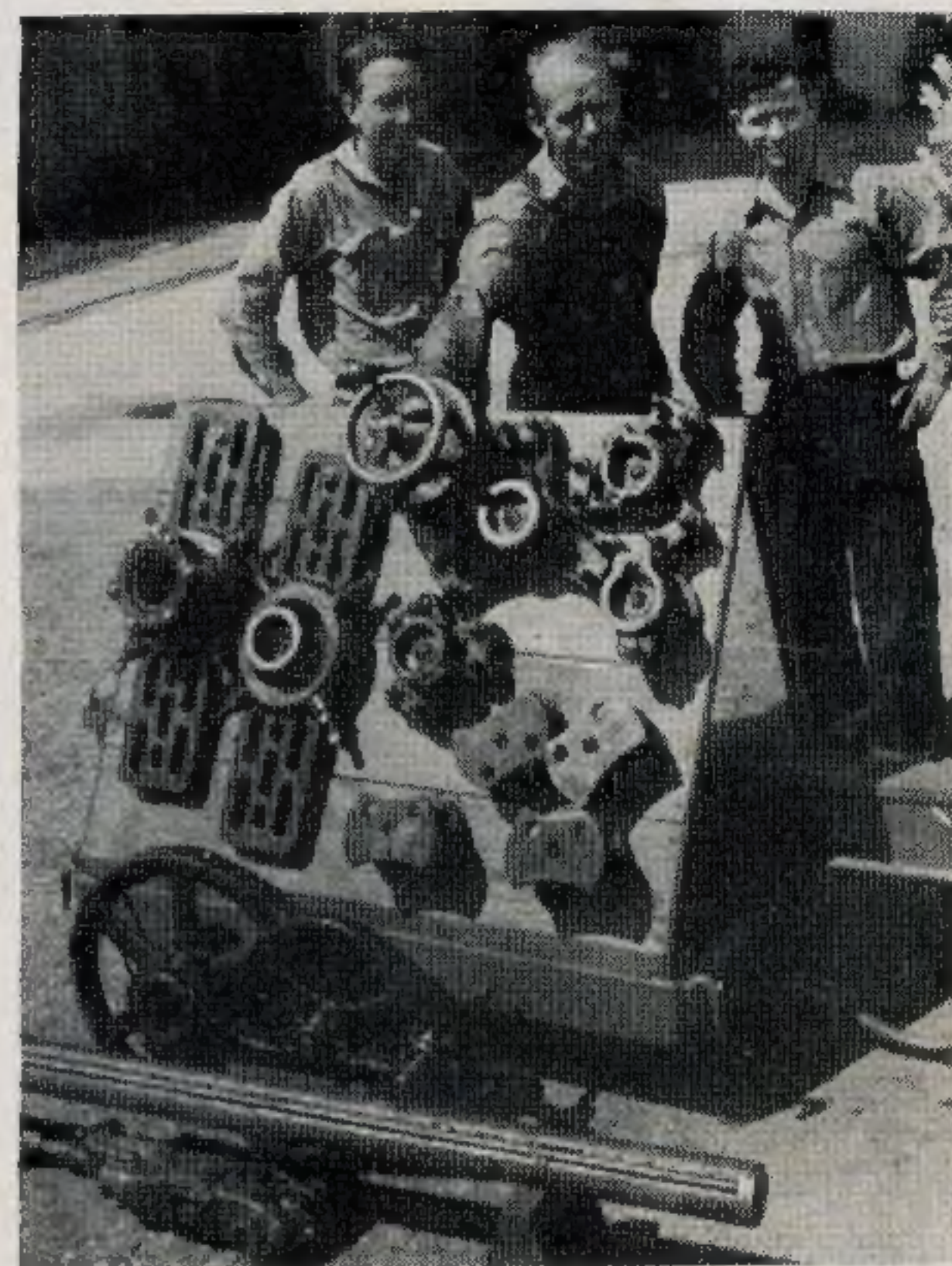
CALVERT

After lunch in Bryan, where we locked the car and couldn't unlock it (we finally pried open a ventilator wing) we visited

Portable Air Drill Speeds Neches Work

Machinists at Neches Station are mighty proud of this new portable cylinder boring bar assembly which they acquired recently. This piece of equipment is kept in the specially constructed "wagon" shown in the picture, which has dollies and crane hooks attached, and may be readily moved anywhere about the plant. The portable air drill motor (shown on ground at bottom of picture) is operated by compressed air and enables the operation of the boring tool at almost any place in the plant property from the many air jets located around the yard and plant.

The assembly has already been used to advantage and will be used in the future for many purposes around the shop and plant. Its principle use is for boring boiler feed pump cylinders but it can be used for pump bodies, bearings and for any kind of cylinder boring. An assortment of gears permits the operation of the tool at almost any desired speed.



Frank Turner, C. O'Brien and Steve Glach proudly exhibit Neches Station's new portable boring bar assembly.

at Calvert with John Crouch, district superintendent; Louise Epstein Satory, local office clerk; J. E. "Slim" Birmingham, serviceman and Edward L. Maris, customer contact representative. John was having a little trouble with the new water well being drilled in Calvert, but otherwise things on that end of the system were running smoothly.

Time was running out when we began on the homeward stretch to Navasota, but we made the ride on schedule. Thanks to our generous hosts, who were kind enough to proffer transportation, we covered quite a bit of the system property north and west of Beaumont and met a lot of swell fellows and gals. It's too bad that these fine Gulf States people can't get together more often with the other fine people working elsewhere in the system. It would be a real nice family "get together."

But it's a big family, a big territory, and a big job to do, so the next best thing is a big friendly Plain Talks where we can all meet now and then among these pages. We hope our trip will accomplish something toward this end.

Lighting Men Enlightened



LIGHTING QUIZ—The "students" taking a true and false test on lighting, from left foreground clockwise around the table, are: "Professor" Clarence Barron, Beaumont lighting sales engineer; Wiley Sadler, sales representative, Huntsville; Jimmy Odom, sales representative, Madisonville; Charles Boring, sales representative, Navasota; Jerry St. Dizier, sales representative, Lake Charles; Paul Baker, sales representative, Port Arthur; Randy McAlpin, sales representative, Beaumont; Rod Hornsberger, commercial service representative, Beaumont; Lloyd Brannon, sales representative, Orange; and Rufus Manley, lighting sales engineer, Port Arthur.

Anticipating brighter times the lighting sales department, under the tutelage of Lighting Engineer Clarence Barron, conducted a training course for members of the commercial department in Texas during the week of July 7. The course, which is compiled by the lamp division of the Westinghouse Electric Corporation, is made up of 18 lessons and covers the fundamentals of lighting and the application of these basic principles to the various types of lighting to stores, industries, schools, offices and flood lighting.

Intended primarily as a refresher course for personnel already familiar with many aspects of lighting it also is designed to bring these employees up to date with the many scientific advancements made since the war put a stop to the commercial development of most types of lighting fixtures.

System Engineers Head A.I.E.E. Groups

The Beaumont system engineering department members of the A.I.E.E. came into their own July 1 at the first meeting of the Beaumont chapter under the new chairman, George W. Morgan. At this meeting committee chairmen were named, together with members of the various groups, and Gulf Staters were appointed to 30 positions on the different committees listed. All except those designated otherwise are from the system engineering department.

W. W. Eckles was named general chairman of a group of technical committees which are to be features of the year's program, and N. C. Spencer was made chairman of a lighting investigation technical subcommittee.

On standing committees Gulf Staters were placed as follows: Program — N. C. Spencer, chairman; others, H. E. Mortimer and E. C. Adams; Arrangements — James M. Geen, chairman; others, R. N. Rouse, and J. T. Slocum, Beaumont substation, P. G. Simon, George Brill, Beaumont production, O. K. Beard and R. E. Cargill, Beaumont t & d; Membership—R. B. Cruise, chairman; others, S. L. Adams, Beaumont t & d; J. M. Duggan, Pt. Arthur meter; C. V. Laughlin, Beaumont t & d; L. V. Dugas, Beaumont power sales; Fred Cordsen; Publications—R. O. Hopkins, H. J. Sutton and R. W. Sherwood; Attendance —L. L. Hirsch, Pt. Arthur production; E. E. Figari, Beaumont production; Earl White, Beaumont t & d; and J. A. Uehlinger, Pt. Arthur production; Public Relations — Frank Jones, Beaumont t & d; Sick—L. C. Pace, Beaumont production; Floyd Smith, Pt. Arthur t & d, A. F. Gager, Beaumont t & d; John T. McCoppin, Orange production; and W. Spence.

The first meeting of the section in the new fiscal year will be held in September the date to be announced later.

Plain Talks joins Baton Rouge employees in extending deepest sympathy to Mrs. Morris C. Schwartz and family. Dr. Schwartz, research chemist for Louisiana Station, passed away on May 26, 1946 after a brief illness.

Dr. Schwartz first became associated with Louisiana Station on September 1, 1932. He was also connected with the faculty of Louisiana State University where he was engaged in research problems connected with their water heating plant.

Plain Talks joins with friends in extending sympathy to T. O. Charlton, Beaumont sales, whose brother Robert died in Chicago, Ill., on June 17. Interment was in Silsbee, Texas.

B. R. Keglers Dine

Edmond P.

Melancon

Elected

President

For 1947



The Baton Rouge Keglers closed a fine season with a chicken barbecue at Steady Hays and Associates' camp on the Amite River.

Ed Melancon, Baton Rouge accounting, was chef for the sumptuous chicken feast. On the committee were Pete Powers, accounting, and Harry Faulk, gas department. They were assisted by Jessie Braud, and Velma Minor, accounting. Velma made a tub of potato salad which received spirited acclaim from the bowlers.

Badminton and pitching horse shoes were indulged in by the outdoor enthusiasts, while others settled down to a little serious card playing. A few hardy souls with visions of blackberry pies dancing before their eyes braved the threat of red-bugs and went blackberry picking.

High team members honored at the picnic were: Judy Puckett, accounting; Howard Charlton, accounting; Dewitt Stewart, electric; Howard Chaney, Louisiana Station; Jackie Kleinpeter, accounting; and J. L. Gallup, Louisiana Station.

High scores for the year were: Judy Puckett for the ladies and Kenneth Jumel for the men, both in accounting.

Bowlers present were: Mr. and Mrs. Frank Smith, Mr. and Mrs. R. J. Robertson, E. A. Werner, C. M. Scott, H. P. Lindee, B. J. Harrop, E. P. Melancon, Harry Faulk, Pete Powers, Jessie Braud, Velma Minor, J. C. Hays, Helen Rea, Norma Holeman, Audrey White, Mr. and Mrs. Howard Chancey, Mr. and Mrs. J. L. Gallup, Mr. and Mrs. Earl Julian, Howard Charlton, Judy Puckett, T. C. Jeter, Jackie Kleinpeter, Roy Tircuit and Butch Ibach.

New officers for the coming year include: Ed Melancon, president and Howard Charlton, vice-president.

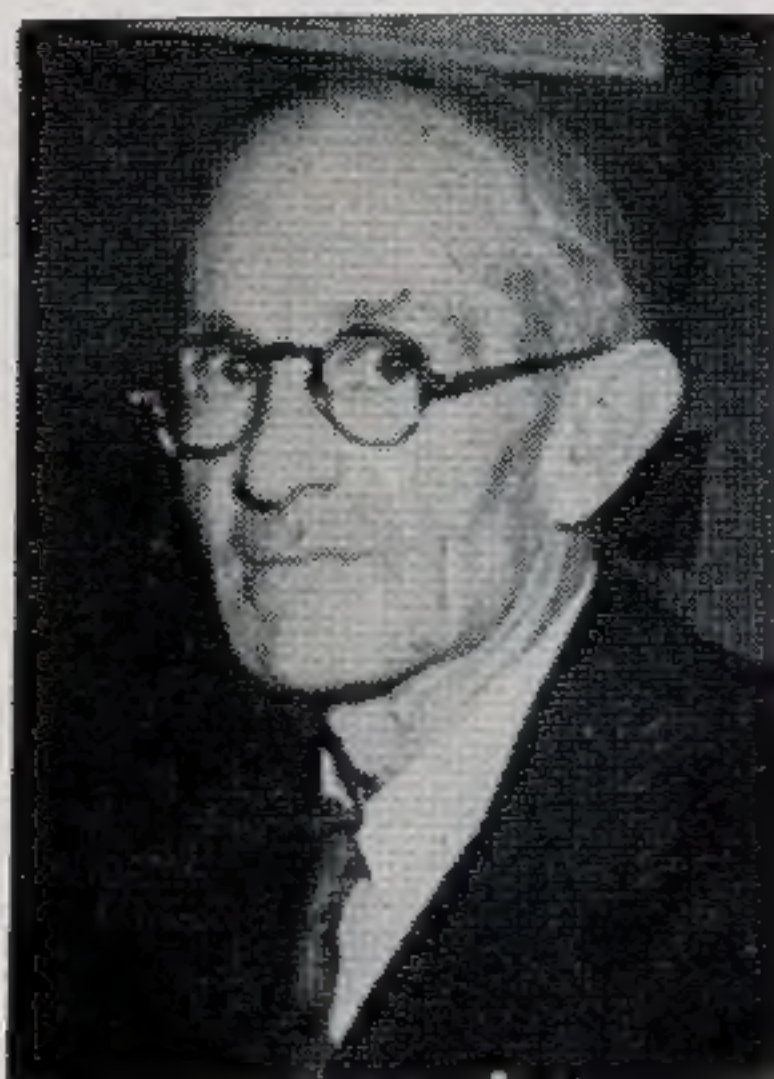


Lake Arthur's Mr. Mac Retires July 1

On July 1, nineteen years to the day after his name appeared on the roster of company employees, John L. McCrary, customer service representative of Lake Arthur, Louisiana, retired from active duty. Mr. Mac celebrated his 66th birthday only five days before, on June 25.

Mr. Mac's entire career in the utility business was spent in the lakeside town of Lake Arthur, and during this time he has become known to the residents of this community as the personality of Gulf States. He has served in practically every capacity for the company, at one time or another being chief engineer, superintendent of the electric and ice plant, and later district representative. After the plants were no longer operated Mac stayed on to represent and transact the company's business, until the full end of his nineteenth year.

Mr. Mac is a native of Mississippi, and was born in West Point, Clay County, June 25, 1880. After completing his high school education there he attended Mississippi A. & M. for one year before coming over into Louisiana to try his luck. He was superintendent and operator of the electric plant at Lake Arthur when that property was purchased by our company back in 1927. He had at that date been employed with the



John L. McCrary

municipal system for several years. Prior to that time he had worked 22 years for saw mills at Patterson and Berwick before coming to Lake Arthur to settle down for good.

Mr. Mac is still active (last reports have him painting his house) and intends to spend most of his time just piddling around. Plain Talks joins with his friends in wishing Mr. Mac much happiness in his leisurely pursuits.

T. G. Compton Dies From Fall Off Pole

Thomas G. Compton, 26, an employee of the Jennings transmission and distribution department, was fatally injured on the morning of June 22 when he fell from a pole on which he was working. Thomas had been working with the company since March of this year, and in this brief time had made fine progress with his work and had made many friends among his fellow employees.

Compton was a veteran of the recent World War and had received his discharge from the army in October with the rank of sergeant. He had been in the service for approximately three years, including ten months in action in North Africa, France and the Rhineland.

Plain Talks joins with his friends in extending deepest sympathy to his wife, his daughter Shelia, his parents and other relatives.

Sales of electric farm pumps and water pressure systems are expected to reach an all-time high of 500,000 this year, despite the shortage of component parts and labor.

Substation Crews Ingenuity Gets B. R. "Hole Digger-Pole Setter"

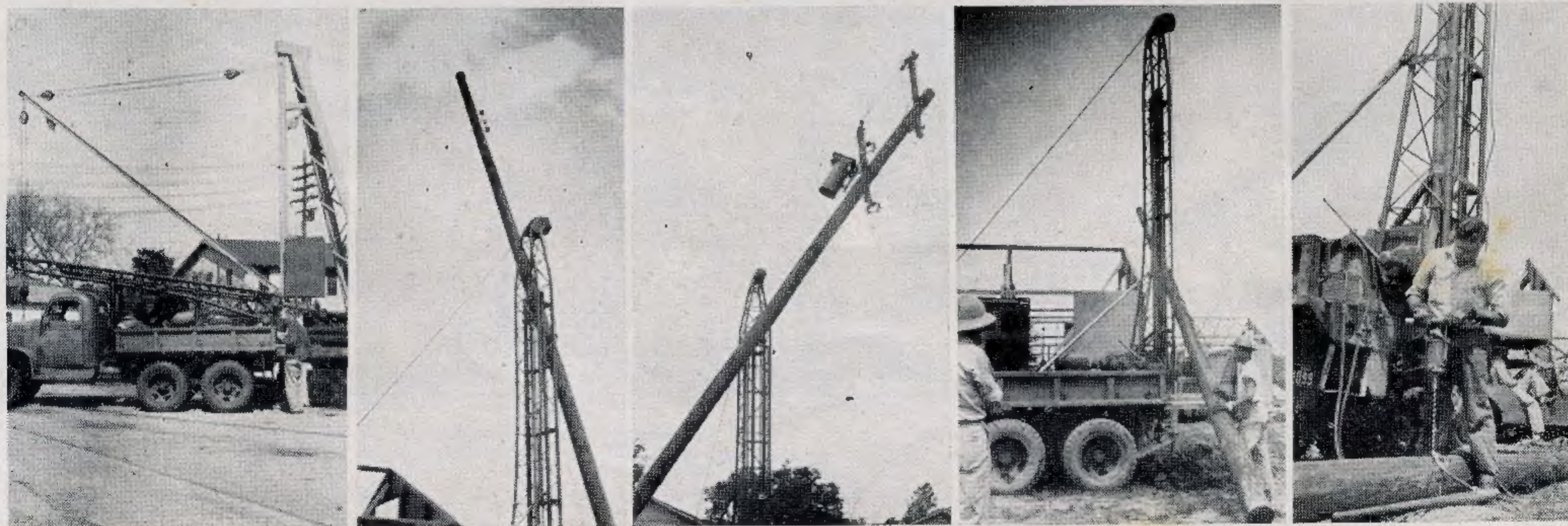
Until recently the Baton Rouge t & d department was systematically plugging along with their line building work using a conventional hole digger and a conventional pole setter, each mounted and operated from separate pieces of mobile equipment. This method saved many man hours of labor and was a vast improvement over the old practices of digging and setting manually, but it was still slow because of the necessity of moving and setting up the

two different machines at each pole location. To cope with the tremendous amount of line work scheduled, something had to be done to speed up the construction program.

H. J. Ripple, substation foreman, with his shop foreman, R. W. Minvielle, solved the problem. They took a few lengths of pipe and some other equipment around the shop and worked the hole digger over until it not only digs a hole, but supplies the means for setting the poles, and, in addition, raises

and lowers the derrick mechanically. Without special effort, it can dig a six foot hole in 55 seconds and in about the same length of time set a 35' or 40' pole. Other size poles are also handled with almost equal speed with a similar saving in labor.

Once again our much renowned American ingenuity has found a way to do something faster and better than it has been done before.



TIME AND LABOR SAVING POLE EQUIPMENT is inspected by Mr. Ripple. In the background is the labor saving pole loading crane, located in the pole yard; Second picture shows the upper part of the hole digging mechanism raising a pole. To save time, the hardware has been placed on the pole before the setting operation started; Scene three shows 40' pole being installed with transformer, cut-outs, lightning arrestors and conductors already in place. This equipment was mounted while the pole was still flat on the ground; Picture four shows the hole digger-pole setter in operation just after the hole has been dug and the 35' pole is being raised. The work in progress is in what is commonly known as "G.I. Village" on the L.S.U. campus. An ex-G.I. of the Navy Air Forces, Raymond Mayeaux, is guiding the pole and Floyd Gaines, general line foreman, is casting his critical eye over the situation; The last scene shows the principal operator of the hole digger-pole setter, E. J. Alonzo, as he is drilling holes for mounting hardware.

OF INTEREST TO THE GALS

Shoo Fly Pie and Apple Pan Dowdy

Home Service Advisor Grace Brooks has picked a couple of currently popular recipes for this time—ones all of you have heard a good bit about on the radio.

Behind any throne there is a power and in the case of Shoo Fly Pie and Apple Pan Dowdy that power is molasses. In the old days down Pennsylvania way they liked Shoo Fly Pie but in old New England, Apple Pan Dowdy was the speciality. Both of them are molasses-and-spice and everything nice concoctions—both of them are recalled to popularity today in a hit tune singing their praises.

So, lest your family think you are not "up" on the latest jive, you had better whip up one of these rediscovered old favorites. Old cook books will give you plenty of recipes for both of them, but here are two typical ones sure to please.

Shoo Fly Pie . . .

Flaky pastry	1/2 teaspoon cinnamon
3/4 cup sifted all purpose flour	3/4 teaspoon salt
1/2 cup brown sugar	3 tbsps. butter or fortified margarine
1/2 teaspoon nutmeg	1 1/2 teaspoons baking soda
1/4 teaspoon ginger	3/4 cup hot water
1/8 teaspoon cloves	1/2 cup molasses
	1 egg yolk, beaten

Line a 9" pie plate with pastry. Set in refrigerator to chill. Meanwhile, mix together all dry ingredients. Then with back of spoon, rub butter into dry ingredients to form crumbs. Dissolve baking soda in hot water. Combine liquid ingredients. Sprinkle a layer of crumbs in pie plate. Spoon in enough of the liquid ingredients to form a

layer, repeat forming layers of crumbs and molasses until ingredients are all used up, ending with a layer of crumbs on top. Bake in hot oven of 450° F. for 10 min. Reduce heat to 350° F. and bake 20 min.

Apple Pan Dowdy . . .

1/2 cup sugar	2 1/2 lbs. pared sliced apples
1/2 teaspoon cinnamon	1/2 cup molasses
1/4 teaspoon nutmeg	3 tablespoons butter
1/4 teaspoon salt	1/4 cup water

Line a casserole with pie crust. Mix sugar, spices and salt and sprinkle over apples. Fill casserole with apples, add molasses, butter and water. Cover with punctured pie crust, tuck edges together, press to sides of casserole. Bake in hot oven (450° F.) 30 minutes. Remove from oven. With spoon, break top crust in pieces and fold them into apple filling. Return to oven and bake 15 minutes at 350° F. (or until apples are tender.) Serves 6 to 8.

A Cool Fish Dish

Having trouble getting your menfolks to like fish dishes? Here's one that he'll ask for. It's a hit at luncheons and bridge parties, too.

One package lemon flavored gelatin, 1 pint warm water, 2 tablespoons vinegar, 1 teaspoon salt, 1 cup flaked tuna fish, 1 cup peas, fresh cooked or canned, 2 tablespoons pimento, finely chopped, one-half cup mayonnaise. Dissolve gelatin in warm water, add vinegar and salt. Chill. When slightly thickened fold in the remaining ingredients and blend. Pour into mold and chill until firm. Unmold on crisp lettuce. Serves six to eight.

Scramble eggs in a double boiler helps prevent over-cooking, and they keep warm, too, for the last one down to breakfast.

A Word To The Wise

Do you need a string to tie around your finger?—Well, so do we, and frequently. Because most folks need a little reminder, we decided you might like to have a copy of the booklet "Some Things to Remember," enclosed with the compliments of our Home Service Department in this issue of Plain Talks. It's designed to serve as a "check list" on things you plan to purchase, such as appliances or maybe a new home.

Few of us can afford to make mistakes when buying new equipment or when building a home—when we do, we must live with our "mistakes" for years.

This little book is simply and cleverly done—but you read it and be the judge.

Then if you have any questions, call on one of our Home Service Advisors. They are always glad to be of assistance when you need help in the selection of appliances.

Sugarless Oatmeal Cookies

1/2 cup shortening	1/2 tsp. soda
3/4 cup light molasses	1/2 tsp. baking powder
1 egg	1 1/2 cups oatmeal
1 1/2 cups sifted flour	1/2 cup chopped nuts
1/2 tsp. salt	1 cup seedless raisins

Cream shortening; add molasses gradually. Beat in egg until light. Add sifted dry ingredients. Add oatmeal, nuts and raisins. Chill dough in refrigerator. Shape into balls size of a walnut, roll in granulated sugar. Place on greased cookie sheet. Bake at 375 degrees 12-15 minutes. Makes about 72 cookies.

Home Service Teaches Youngsters Cooking and Homemaking



GIRLS—At left is a group of girls at Baton Rouge cooking school learning to set the table and serve. On the right is a Campfire Girls cooking class at Beaumont paying close attention to Home Service Advisor Grace Brooks.

Baton Rouge's Home Service Department has been holding a series of cooking schools under the direction of Frances Fuchs with the assistance of Evelyn Wilsford.

First on the list for early summer was a special school to teach cooking fundamentals to young brides and home-makers. Of special interest was the fact that several British war brides attended these schools to learn more about the American way of cooking.

Next was a series, just completed, of

classes for the Junior Catholic Daughters of America, an organization for girls from 12 to 18.

These girls learned vegetable cookery, how to make cookies, how to fix party snacks, sandwiches and beverages and how to set and serve the table and arrange flowers. They ended their classes with a tea held in the Woman's Clubhouse, for which they prepared the tea sandwiches themselves and took turns being hostesses, pouring and act-

ing as tea-girls.

On the calendar for this month, are two more schools for the Campfire Girls and the Girl Scouts.

At Beaumont, too, cooking classes are being conducted for the Camp Fire Girls and other junior girls groups, and much interest is being manifested over this program. Grace Brooks, and Orvalene Rhader, are supervising the instruction periods.

CHAMPS



PORT ARTHUR GALS CHAMPS FOR 1946—Left to right, Misses Dagma Shepherd; Loraine Dunham; Ruth Leleux, captain; Maurine Wisenbaker; Ray Smith; and Mrs. Audrey Banks.

Leaving all competition far behind, Ruth Leleux and her all-star aggregation of Reddy Kilowatt bowlers won the 1946 Port Arthur Women's Bowling League Championship "going away". During the league season the Reddy Kilowatters won 73 out of 90 games for an average of 811%. Just to prove how good they were they won both halves of the league play, thus eliminating a play-off.

Members of the team are: Ruth Leleux, captain, Port Arthur sales; Loraine Dunham, t & d; Ray Smith, t & d; Audrey Banks, customers accounts; Dagma Shepherd and Maurine Wisenbaker.

By virtue of winning the championship the team was awarded a team trophy, shown in the picture of the team, above and were given individual "championship" pins. In addition to copping this award, members of the group also won several individual honors.

Ray Smith nosed out her team-mate Dagma Shepherd, by one point to win the high game of the season. Maurine Wisenbaker ended up with the high series award and Loraine Dunham placed first in season average.

Each of these winners were awarded a trophy which was presented at the annual bowlers banquet. As another reward for winning the championship the team was treated to a fish supper at the Coastal Inn by Gulf States.

Some gals are either too indifferent or too anxious.

Plain Talks



Ray Smith, left, and Loraine Dunham with their individual trophies for winning seasons high game and season's best average respectively.

Business girls are the biggest buyers of cosmetics, setting aside 8 to 15% of their pay checks for beautifiers. Lipsticks are the most popular beauty aids. Over 120,000,000 lipsticks were sold in 1945—enough to paint a lot of barns and fences, when you stop to think of it.

Lovemaking hasn't changed in 2,500 years. Greek maidens used to sit and listen to a lyre all evening, too.

Lighting Tips For Homemakers

It's summer and your lighting fixtures and lamps deserve a thorough cleaning.

Wash the plastic and glass reflectors and shades in warm, soapy water. Remove the bulbs from the sockets and wipe them with a damp cloth, too. If they are badly blackened inside, they aren't doing a 100 per cent lighting job for you, so why not banish these old bulbs to attic, garage or cellar sockets and substitute new ones in the lamps you use for close seeing work.

Lamp shades need to be cleaned of their winter accumulation of soot and grime, too.



Parchment or paper shades which are beginning to look tacky, might get new summer coats of handsome wallpaper, or a "reline" by inserting white paper to improve the light reflecting values.

Sewn silk shades can be washed, and many people do so very successfully. One of the tricks is to dry them **quickly**, either outside on a warm, windy day, or inside with the breeze from an electric fan turned on them to speed the drying.

Of course, remove all decorations from the shades before plunging it quickly and lightly up and down in warm soapy water. Your basement sanitary tubs are good to use for this.

Bridge Lamp Not For Bridge

Did you know that bridge lamps were never meant to be used at the bridge table?

They are strictly one-man lamps, says Miss Helen McKinlay, home lighting specialist for the General Electric Co., and don't throw enough light to spread over the area of a bridge table.

They get their name because they are lamps with a bridge arm, and when equipped with a 150-watt bulb, are fine for use beside arm chairs, desks or secretaries.

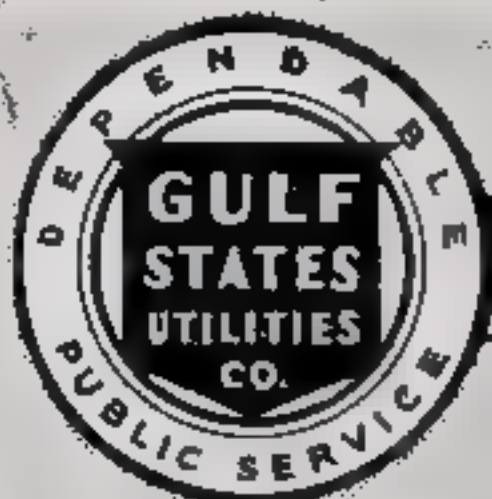
They are not recommended for piano lighting either, says Miss McKinlay.

Only 12% of the men in America buy their own clothes. The other 88% have their wardrobes selected for them by women.

Engaged



Announced recently was the engagement of Edna Louise Drake, Beaumont customers accounts, to Frank Joseph Robichau, son of Hewitt P. Robichau, Beaumont accounting. The marriage will take place at St. Anne's Catholic Church on August 24.



HEALTH AND SAFETY SECTION



SLOGANS SHOW SAFETY WAS SUBJECT OF MANY SAGES

Safety Slogans Old and New—

Seems that people have been talking about safety for a long time. In the Bible, Proverbs, 11: 14, we find this cogent remark: "Where no counsel is the people shall fall; but in the multitude of counselors there is safety."

Among other old-time safety boosters there was Cyrus, a respected citizen in Caesar's time, who said, "Danger comes the sooner when it is despised."

Horace, who died about 8 B. C., felt this way about it, "Man is never watchful enough against the dangers that threaten him every hour."

Some of the better known moderns who had a word for safety are:

Oliver Cromwell, who figured that it was important to 'Trust in God, but keep your powder dry.'

Ralph Waldo Emerson—"Shallow men believe in luck; wise and strong men in Cause and Effect."

Henry Ford—"Production without safety is inefficient; accident prevention is an essential part of the industrial program."

Our word about slogans:

Alert today, alive tomorrow.

A B C of Safety: Always be careful.

There are many, many slogans and Safety sayings including our own for 1946, "**No short cuts.**" Two of the best, we think, is American Bell Telephone's "No job is so urgent or service so important that it cannot be done safely," and

In a talk given by Mr. Miller, Neches Plant Manager of the B. F. Goodrich Company, he gives credit for their splendid accident record to the following out explicitly of their slogan:

Safety first

Quality second

Quantity third

We might find a better slogan than the above two, but the important point that Mr. Miller stresses is to live up to the one you adopt.

"NO SHORT CUTS" during '46"

Lighting Expert Lists Some Dangers of Thunderstorms

"It's a safe bet you won't be one of this summer's thunderstorm victims, in fact your chances are approximately 365,000 to one," advises Dr. G. D. McCann, lightning research expert of the Westinghouse Electric Corporation, who for the past decade has been trapping thunderbolts with special instruments that count their frequency, photograph them, and measure their intensity.

"It is true that about 400 persons will probably be killed by lightning this year," Dr. McCann declared. "But according to safety council figures, about 33,000 will be killed in household accidents and around 40,000 will die on the nation's highways."

RURAL AREAS DANGEROUS

"Most lightning casualties occur in small towns and rural communities," he disclosed. "The city dweller is relatively safe, chiefly because he seldom has far to go to reach shelter and, too, the shelter is bigger and safer."

Their steel skeletons serve as electrical conductors, so the tall buildings of a city afford almost complete protection, according to Dr. McCann. The ordinary city dwelling, also, provides a good haven. Thunderbolts strike hundreds such buildings and homes every year, but the tops and sides shed the lightning into the ground, leaving the structure undamaged and the occupants unaware that anything has happened.

"On the other hand," he points out, "the native of a rural community has to spend many of his working hours in the fields or garden exposed to the elements, often far from a safe place of refuge. Obviously, he is more likely to be struck down."

Poles, masts, water tanks, isolated trees and similar upright objects, too, should be shunned, Dr. McCann cautioned.

AUTOMOBILES SAFE IN LIGHTNING

"In your automobile, though, you can feel safe even if the machine should be struck," he declared. "Steel-topped buses and trains offer like security."

Dr. McCann himself has graphically demonstrated this point by sitting in a steel-topped sedan while bolts of 3,000,000-volt man-made lightning crashed repeatedly against the roof of the car and passed harmlessly to the ground.

Most anywhere indoors is preferable to being outside when a storm is raging, but Dr. McCann warns that even in a building certain spots are safer than others.

WINDOWS AND DOORS DANGEROUS

"The middle of a room or barn offers greatest security," he explains. "Especially keep away from windows and doors, because when lightning is racing down the sides of a building it leaps across any openings in its path. You don't want to be there at that time. Chimneys and fireplaces are best avoided. The danger is not from the bolt itself as it comes down the chimney, but from bricks loosened and hurled into the room. It is wise, too, to stand clear of stoves and pipes in the kitchen or cellar."

"NO SHORT CUTS" during '46"



THE FOREMAN, A KEY SAFETY MAN

Continuing our presentation of industry's key Safety man, the foreman, we pick up where we left off, at the top of the alphabet. Here are some mighty fine ones too.

MALVIN O. AKINS—Line Foreman, Baton Rouge. Mal knows the answers to the safety problems in line construction and maintenance, having come up through the ranks the hard way.

Mal first came to work for the Company in February, 1931 and was a top lineman when he left to serve the Army in November of 1942. He served thirty-two months in the Middle Eastern Theatre where his years of experience and ability in line work were put to mighty good use by the Army. Mal returned to the job as Foreman in November, 1945, where he has been doing a bang up job ever since.

We have been informed that Mal's hobbies are fishing and bowling and understands he is quite capable at both.

All of us are mighty glad to have Mal back with us and add our sincere, best wishes for his continued success in his new position of greater and graver responsibilities.



"NO SHORT CUTS" during '46"

J. H. "BUCK" ALBE—Labor Foreman, Beaumont t. & d.

Buck has moved more heavy transformers in his 19 years with G.S.U. than possibly any other man connected with the company. From Orange to Caldwell and all points in Texas, and an occasional trip into Louisiana. All of these not without damage to transformer or injury to man, but average it out and you will find Buck with a record of which to be proud.

This article is about Buck, not me, but it's hard to write about anyone you have known for a long time and not bring yourself into the picture. I used to swamp for Buck on some of his trips to the Navasota Division, so can speak

first-hand for his Safety practices. These were always the first considerations in any procedure for loading and unloading heavy equipment.

Most everyone has a habit of some kind while at work. Buck's is rule twirling. He takes a zig zag rule and partly opens it up and twirls it around and round. We used to ask him how many twirls in a rule, but got only a grin for an answer.

Buck gets enough action on the job, and as a hobby, chooses an old rocking chair.

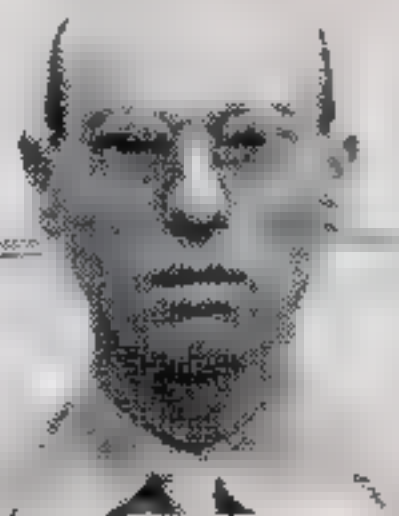
"NO SHORT CUTS" during '46"

WILLIAM RILEY ALLEN—Water Foreman, Navasota

Friend "Bill" was employed on August 8, 1923, in Navasota, Texas, to work in the electric and water department. Bill has established quite a record, having worked in and from the same town with the water department for all of these 23 years of service.

One would hardly think that any man could work with water for 23 years and not become a fisherman. Bill is no exception and is an avid and energetic angler. He not only makes his own boats and oars but even built the trailer for his boat and, in addition, overhauls his Model "A" fishing car.

Bill is so Safety minded that he and the men in his department have had very few injuries and boast one of the best Safety records in the company. Bill is really a Key Safety Man in every sense of the word.



"NO SHORT CUTS" during '46"

Authentic Letter Shows Need For Cancer Study

Six months ago my wife was apparently one of the healthiest and happiest women in our community. Then one day tragedy struck. I took her to one of the largest hospitals in our country where they cut part of her body away. But apparently it was too late. She has suffered every conceivable agony and torture, and I watched her go blind. The dozens of doctors that examined and tried to help her have always given me the same answer: "I am sorry, just try to make her comfortable."

She now has a few hours, or perhaps days, to live, and I have some satisfaction in knowing that she no longer suffers, for now she is in a coma and can no longer tell me of her tortures. There is nothing left for me but to wait her death. But for the 17,000,000 Americans alive today, that are also destined to die of cancer, there must be an answer!

The cure for cancer is no more inconceivable than the discovery of the cure for other fatal diseases. Our nation has spent more than two billion dollars to discover the atomic bomb and yet, during this same time from Pearl Harbor to V-J Day, the nation has taken little interest in the fact that twice as many people died of cancer as were killed by the war.

We can conquer cancer but only if the public is aroused. There are thousands of wives, husbands, fathers, mothers, sons and daughters who may be the next victims of this scourge. I also was most complacent until cancer hit my happy home, but no man, rich or poor, white or black, knows when cancer may strike next.

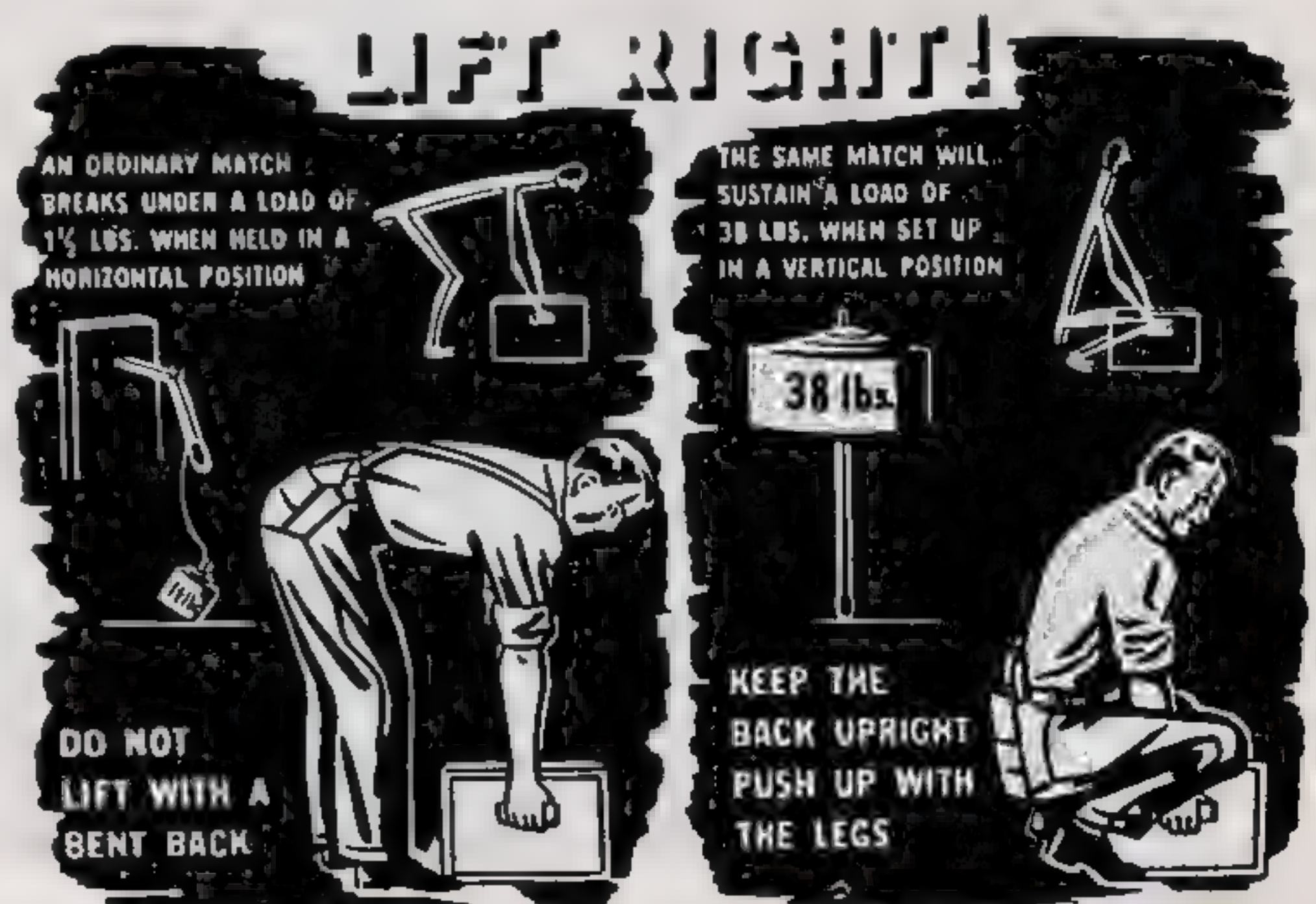
There will be a cure for cancer if we give our great doctors and scientists the means to study. Help raise enough dollars and they will find the cure. Public opinion must be aroused and money must be raised either privately or through the government. There is no more important mission than to find a cure for a disease that is killing about 13 per cent of our population.

—S. L. J., Altoona, Pa., March 15, 1946

Editors Note:—During the latter part of July the national house of representatives rejected a bill to provide \$100,000,000 for a cancer control program. This bill would have authorized the president to name an independent group to co-ordinate a broad project to discover methods to cure and prevent cancer, with outstanding scientists of the world invited to assist.

The cost of this project would have amounted to approximately 77 cents for each individual in the United States, but for some reason not explained in the press the house refused to allocate this sum.

"NO SHORT CUTS" during '46"



"NO SHORT CUTS" during '46"

SAFETYGRAM

IF EVERY ONE who drives a car could lie a month in bed
With broken bones and stitched-up wounds, or fractures of
the head.

And there endure the agonies that many people do
They'd never need preach safety anymore to me or you.

IF EVERY ONE could stand beside the bed of some close friend,
And hear the doctor say, "No hope," before that fatal end,

And see him there unconscious, never knowing what took place,
The laws and rules of traffic I am sure we'd soon embrace.

IF EVERY ONE could meet the wife and children left behind,
And step into the darkened home where once the sunlight shined.

And look upon "the vacant chair" where Daddy used to sit,
I'm sure each reckless driver would be forced to think a bit.

IF EVERY ONE who takes the wheel would say a little prayer
And keep in mind those in the car depending on his care,

And make a vow, and pledge himself to never take a chance
The great crusade for safety then would certainly advance.

"NO SHORT CUTS" during '46"

Facts File . . .

Dr. Schuyler Skaats Wheeler
(1860-1923)

INVENTED THE ELECTRIC FAN IN 1882—PIONEERED DEVELOPMENT OF THE ELECTRIC MOTOR—PARTICULARLY FOR OPERATION OF MACHINE TOOLS . . .



THE AVERAGE LIFE OF A 500-WATT LIGHT BULB IS 1000 HOURS, BUT GALVESTON, TEX., REPORTS ONE THAT HAS PROVIDED LIGHT IN ITS PUBLIC LIBRARY FOR 41 YEARS . . .



THE ART OF WHITTLING REACHES THE ULTIMATE IN WOOD PULP MILL, WHERE A LOG 20 FEET LONG AND 40 INCHES IN DIAMETER IS REDUCED TO 3/4 INCH CHIPS IN 20 SECONDS —AT THE RATE OF 100,000 CHIPS A SECOND —THE CHIPPER CAPABLE OF THIS WHITTLING FEAT IS WHIRLED BY A 1500 HP ELECTRIC MOTOR . . .

"NO SHORT CUTS" during '46"



Madigan Leaves Safety Work To Return To La. Station

It is with regret that we report that E. P. Madigan has given up his work in the Safety field and returned to Louisiana Steam Plant. Pat was very energetic in his work and was a big help in carrying on the Safety program while he was in the department. He was especially good in instruction and we feel he would have eventually made a splendid Safety Engineer; Pat decided he would rather work at his old stand at the power plant.

"NO SHORT CUTS" during '46"

SAFETY DEPENDS ON GOOD PHYSICAL STATE

INJURY CAUSES

There is no way to prove it, but if the facts were available, we would see that ill health—temporary or chronic—causes a large percentage of injuries. We are aware of the facts that a majority of injuries are caused by **human failure**.

1. If a man has a headache due to any cause, he is more concerned with relief than his work.
2. If a worker is suffering from fatigue due to any cause, whether he was up too late the night before or has been at his job too long without rest, he doesn't have good coordination of mind and muscle and is likely to make a wrong or out-of-time move and cause injury.
3. If a worker is hot or cold due to unfavorable working conditions, he is a fit subject for injury.
4. If he is hungry or has over-eaten, he isn't in the right frame of mind for concentrated work.
5. If he is over concerned about the working conditions due to improper house cleaning, ventilation, light, etc., he is apt to brood and not give enough thought to the job he is doing.

COMBATING THE ABOVE CAUSES

1. Emphasize a health program. Every one should have a periodic examination by a competent physician, have a hobby to relax mind and exercise body muscles that are not used during the day, get plenty of fresh air, practice sane living habits.
2. Office, and some other classes of indoor workers should have recesses on the job. Every one should take two periods per day, preferably mid point of working periods—10:15 a. m. and 3:15 p. m. leave immediate vicinity of the job, if practicable, for about 15 minutes. More is accomplished and injury is less likely.
3. Proper ventilation is necessary for production and accident prevention. Over-crowded or poorly ventilated shops or offices breed poor work and injuries.
4. Diet is an important factor in health and work. Work mules are fed all they can eat of wholesome grains. Race horses are fed just enough to keep them in trim without any surplus fat. Humans are also animals and should eat, not as a pastime or hobby, but for the body's benefit.
5. Shops and offices should be kept clean, properly ventilated and light, with adequate rest rooms and clean fountains in the area of work.

The best safety device yet discovered is that part of man or woman between the two ears. Keep it in good working condition by good health and many injuries will be prevented.

Remember; NO SHORT CUTS during 1946.

See you next issue.

G. Shurey

SYSTEM ENGINEERS ENJOY ANNUAL PICNIC



ENGINEERS CATCH UP ON EXERCISE—The mighty Casey, J. Ben Fanette, strikes out (top left) when pitcher Dan Poulson turns on the heat. Top center shows horsewomen Rena Waguespack, left and Mary Evelyn Riley, who chose a different form of exercise. Top right is the junior baseball league, with Jesse Poulson at bat and Jimmy Geen anxious for his turn. The catcher is ringer Dan Poulson. Bottom left shows the reserved seat section. The center shot catches E. C. Adams about to slap one "outa th park;" and bottom right shows L. F. Riegel in a neat bit of backstopping.

About eighty members of the Beaumont system engineering department and their families gathered at Tyrrell Park Saturday afternoon, June 29 for their annual picnic. This affair had been postponed once on account of bad weather but this time fortunately managed to fall on one of the infrequent dry and beautiful days that Beaumont has experienced lately.

Taking advantage of the sunshine the engineers immediately started two softball games, one for the grownups and another for the youngsters, and before the afternoon was over practically every able bodied person had participated, although some played the game from the sidelines with only vocal assistance. Smaller children were entertained inside the park clubhouse with moving pictures of Mickey Mouse and other films selected by Bob Cruise who was in charge of this part of the program.

After the youngsters had worn the oldsters down to a nubbin' the group retired inside for a breather and several bottles of ice cold soda water apiece while the committees appointed for food arrangements made ready with the eats. A fine menu of barbecued beef, rice jambalaya, rolls, salad, onions, pickles, potato chips, olives, coffee and soda pop, with rice pudding for dessert was enjoyed by every picnicker. O. K. Beard even took a plate to R. C. Perdue who couldn't attend the affair because he was on duty on the system switchboard.

A two reel picture, "Romance in Vermont", was shown to the gathering after supper and later the crowd split into groups and played bingo, with separate tables for adults and children and many prizes for both, and the more energetic turned on the juke box and indulged in some plain and fancy dancing. Dan Poulson and Wesley Eckles furnished the fancy steps.

Committees and members who were responsible for the work in connection with the party and who did a swell job of making the occasion a successful and enjoyable one were: General Arrangements, Bob Cruise; Menu and Procurement of Food, James Geen; Serving, Bob Sherwood, Aubrey Beattie, Mat Craig, R. O. Hopkins, and Wade Phillips; Soft Drinks and Ice and Equipment, Ben Fanette and C. J. Bonura; Reservations and Invitations, Mary Evelyn Riley; Soft Ball, Dan Poulson; Moving Pictures, Bob Cruise; Bingo, N. C. Spencer; Dancing, Harold Mortimer; and Transportation, Wade Phillips and R. O. Hopkins.

Guests included H. V. Faber and L. F. Riegel, together with members of their families.

Franchises Voted G. S. In Jefferson Co. Towns

Evidence that the lower half of Jefferson County appreciates dependable public service was given in concrete form recently. The towns of Nederland, Pear Ridge, and Griffing, acting as corporate bodies, voted to grant Gulf States long time franchises for the distribution of power within the limits of the respective towns.

On June 24 Nederland city fathers voted to grant our company a 25 year franchise, which would expire in 1971. On June 10 Griffing likewise voted a 25 year term. In November Pear Ridge granted us a 50 year franchise, expiring on November 16, 1995.

The friendly feeling manifested by these acts indicate the fine work done by A. C. (Frog) Handley and the gang at Nederland and by L. E. Thorne and his group at Port Arthur.

Atomic Power To Fuel Electric Power Plant

The world's first-chain reaction atomic pile designed specifically to fuel an electric power plant is to be built this year at Oak Ridge, Tennessee, as a peacetime successor to the bomb.

Manhattan Engineer District has completed management contract arrangements with a group of American industrial firms and technical institutions to undertake the job at once. An initial allocation of \$2½ million in Manhattan District funds is earmarked for the project.

Participating in the project with others will be Allis-Chalmers Mfg. Co., Westinghouse Electric Corporation and General Electric Company.

The atomic power plant is intended to be a demonstration unit not a commercially practical operation. It is to be a pilot plant or, in other words, a research tool from which knowledge will be derived for subsequent development and exploratory work.

The first atomic power plant will involve the design, construction, and operation of a chain reaction pile together with auxiliary, and when the pile is ready to operate, possibly sometime late this year or early next year, radioactive fuel will be introduced into the pile structure under controlled conditions and a chain reaction will get underway. Mass will be converted into heat energy and finally the mechanical energy will be converted into electrical energy.

The capacity of the plant is as yet undisclosed.

Around The System

(Continued from Page 1)

EXCITEMENT—A gas well blew in near Madisonville during the early part of June when a wild cat test for oil penetrated to a depth of 12,000 feet. The gas pressure was estimated at 4,000 pounds per square inch with the volume of gas estimated at approximately 75 million cubic feet daily. Considerable excitement and speculation was caused by this strike.

SOMETHING NEW—Radio Station WLCS of Baton Rouge, owned by Airways, Inc., is slated to begin operation here on August 1st with an output of 250 watts on a 1400 megacycle frequency.

FOR SALE—Three synthetic rubber plants at Port Neches are listed among the 28 plants proposed for immediate sale by the War Assets Administration to private operators, according to a report from Washington. These plants are the Firestone Rubber Plant with a \$16,046,000 government investment; B. F. Goodrich, \$17,047,000 government investment, and Neches Butane Products Company representing an investment by the government of \$56,396,000.

Here's a good chance for some of you to buy into a good going concern.

CONFINEMENT TO ENLIGHTENMENT—The Sam Houston State Teachers College at Huntsville has taken over the 837 acre Prisoner-of-War Camp located 9 miles from the college, and within a few weeks will convert it into apartments to house married veterans who are students of the college. The college has applied to the R. F. C. for a \$350,000 loan to be used in repairs and reconversion work at the camp, consisting of 450 buildings which will be converted into dormitories, apartments, class rooms, and administrative offices.

CONSTRUCTION—Expenditure of \$750,000 by the end of this year and approximately \$100,000 yearly thereafter will be made in the construction and improvement program of the Baton Rouge Water Works Co. Three elevated storage tanks with a total capacity of 1,750,000 gallons will soon supplement a 2½ million gallon concrete reservoir completed last year. Two of the storage tanks are now under construction.

Announcement was made last month of the purchase by Catholic High School at Baton Rouge of 36 acres of land on which a new school will be erected with facilities for 1,000 pupils. Work on the new school is slated to begin as soon as possible.

According to the acting manager of Baton Rouge's Harding Field, conversion of a number of former barracks at the field into modern apartments will begin within several weeks. The 230 units are to be converted by the Federal Public Housing Authority at a cost of approximately \$350,000.

Employees at Port Arthur are having a siege of "having to move" because their landlords have "given them notice!" All of which accounts for the number of worried faces to be seen around the office the past week or so.

ADVERTISING PAYS—Faye Denny, Lake Charles sales, forwarded an envelope to the advertising department recently which proves the effectiveness of advertising, along with

Board Of Directors Re-elected By G.S.U.

The annual meeting of the stockholders of Gulf States Utilities Company was held in Beaumont on June 9 for the purpose of electing a board of directors for the ensuing year and resulted in the re-election of all directors then serving.

These men, most of whom have been serving in the capacity of directors for some years are: Roy Nelson, our president; Thomas J. Hanlon, Jr., who is a vice-president and director of Engineers Public Service Company, the parent of this company; Donald C. Barnes, who is president and director of Engineers Public Service; H. C. Leonard, vice-president of our company in Baton Rouge; C. V. Porter, company attorney in Baton Rouge; Will Orgain, company attorney in Beaumont; Munger T. Ball, president of the Sabine Towing Company at Port Arthur; Charles P. Manship, owner of Capital City Press in Baton Rouge and Edward H. Taussig, owner of Taussig Motor Company in Lake Charles.

some other things it leaves unproved. Some customer sent his Gulf States electric bill, together with a money order, to our Lake Charles Post Office box number, but addressed to Nelson Eddy. The reason apparently, is the fact that the bill mailed to the customer carried a postage meter stamp advertising Nelson Eddy and The Electric Hour.

VACATIONS

Vacations are in full swing around the system these days and with the weather being what it is, now is a good time to relax and take things easy. Down at Port Arthur Mittie Dunn just returned from a vacation trip to Dayton, Ohio, where she visited a sister and brother-in-law. Mittie reports a swell time.

Mrs. Theresa McFarland, Port Arthur and her husband left July 20 for a two-weeks trip to Carlsbad Caverns, Colorado Springs, Yellowstone Park and other points west.

On July 28 Henry LeVois and family will leave for the Tom Neal ranch camp near Concan, Texas, for a two-week vacation.

Perry Wiggins, system engineering, Beaumont, just returned from a trip out to the west coast and around to other points of interest in the west. Perry says that the mountains of California are ideal, the temperature is from 45 to 50 degrees.

The Orange line crew has a very practical method of arranging their vacation schedules. The entire crew took off for vacations on July 8 through the 22nd.

Ray Smith, Port Arthur t & d, is away on her vacation at last—thanks to help from "Red" Dunham who managed to get train reservations for her. She will spend her two weeks at Corsicana, her "hometown."

Little boy (talking to his mother): "I ain't afraid of going to the hospital, mother. I'll be good and take the medicine, but I ain't going to let them palm off a baby on me like they did on you. I want a pup!"

First Motorist: "I love the beauties of the countryside."

Second Motorist: "So do I. Sometimes I give 'em a lift."

Lake Charles Paper Compliments G.S.U.

It isn't vain to be happy over a commendation for a job well done, and we are not egotistical for the praise we received from the Lake Charles American Press recently—but we are modestly proud.

On June 28 a superstructure of one of the large Navy boats being moved from the Calcasieu Storage Basin knocked down all of the conductors on our transmission line across the Calcasieu River between Lake Charles and Westlake, interrupting the source of power to the Lake Charles area from Neches Station. Immediately the outage was noted a switch was made to the Baton Rouge trunk line and service was restored within a matter of minutes, although the restoration of the damaged transmission line took hours. Taking note of this accident the Press made the following complimentary editorial comment.

ADVANTAGES OF COLLECTIVE EFFORT

Promptness with which electric service was restored throughout Lake Charles after a major break in the main transmission lines about two weeks ago provides a striking example of the benefits of collective effort.

Superstructure of one of the large navy boats being moved down the river hit the high tension power lines serving this area. It was a break which might have interrupted service for hours except for the fact that Lake Charles is on a loop which enables the company to feed in power from two directions.

As a consequence of this, full service was restored throughout Lake Charles within two minutes although it was nearly ten hours before the broken power lines could be repaired.

The promptness and expedition with which that emergency was handled is a tribute to the careful training and organization of the men employed by the public utility but we should also remember that the corporation of which those employes are a part is the result of the collective effort of many people.

The corporation is the unit through which this service was restored so promptly and is being maintained so dependably, but it is the thousands of people who are stockholders in the company who make up that public utility company. It is this grouping of time and effort and money which is playing such a big part in modern business as it does in government. Had a power failure of such proportions occurred in a strictly local plant, all facilities dependent upon electric power in Lake Charles would have been at a standstill for hours. It would have meant considerable loss for many, and great inconvenience for practically everyone in the greater Lake Charles area.

But we were barely inconvenienced. Through collective effort Lake Charles was not left at the mercy of only one source of power. One line failed but almost immediately, that load was taken up by another.

Without in any way taking credit from the men in direct charge of the utility, people should also remember that such large organizations are not just heartless corporations but that they are the result of the collective efforts of the people themselves, a practical working out of the saying that "In union there is strength."



W. A. Cain Only Gulf Stater Back From Service Since Last Issue.



W. A. Cain was recently discharged from the Navy and returned to work on June 11 in the Beaumont line department. Cain was in the service two years, 19 months being spent at Guadalcanal and on Okinawa aboard an LCI. He was discharged with the rating of Electrician's Mate 2/c.

Lt. Col. Sam Houston, former employee in the Beaumont sales department was a visitor in Beaumont during the middle part of June. Sam intends to remain in the army as a career, and left July 2 to return to England where he is presently stationed.

Sterling—"I took a girl to Sabine Lake last night. I took her rowing, but a sailor got into the boat and, boy, did I learn something."

Ben—"What?"

Sterling—"I didn't know I could swim."

When Noah told all the animals to go forth and multiply, the two snakes stayed in the Ark, because they were **adders**.

Don't be a griper. The field is overrun with experts.

McCann Resigns To Be Beaumont Vets Head

John R. McCann, Beaumont accounting, and recently a colonel in the army, was appointed manager of the Beaumont sub-regional office of the Veterans Administration July 2 and has resigned to take over his new duties with that organization. The sub-regional office in Beaumont is subordinated only to the regional office in Houston and at this time is the only sub office proposed for the 32 county area under the Houston regional head.

John McCann has been associated with Gulf States and affiliated companies for 20 years and only last February received his 20 Year Club pin. Since World War I, in which he served overseas with the rank of first lieutenant, McCann has been active in reserve officers and American Legion affairs. In World War II he held a commission as a Lt. Colonel and after five years of service, some overseas, was discharged as a colonel of infantry.

The office in which McCann will be located will be in the chamber of commerce building in Beaumont.

W. Richardson Named To Regular Army

A newspaper release of June 28 listed Walter B. Richardson, Beaumont sales, as one of the 9800 (top cream) veterans of World War II named permanent officers in the regular army.

Walter, whose wartime rank was Lt. Colonel, was one of the outstanding combat officers of this war. At the conclusion of the war he was commanding officer of the 3rd battalion of the 32nd armored regiment, and later was made commander of the 32nd armored regiment. At present Walter is conducting an officers school in Heidelberg, Germany.

Walter has been interested in things military since his school days at Allen Military school. In 1932 he joined the officers' reserve corps and during that time attended encampments at Fort Sam Houston and Fort Crockett. In 1941 he was called to active duty and has been in the service ever since that time.

It is not known whether the commissioning of Richardson in the regular army indicates that he will remain in the army as a career or not.

Sam Umphrey Weds



Mr. and Mrs. Sam B. Umphrey

Announcement was made June 7 of the marriage of Captain Samuel Brown Umphrey, Port Arthur sales, to Mrs. Marguerite Holaday of Galveston. The marriage was solemnized in the Chapel-on-the-Hill, Fort Lawton, Washington, and on the evening of the ceremony a wedding dinner was held in the Hungerford Hotel, Seattle.

Mrs. Umphrey, before her marriage was connected with the advertising department of the Galveston Times-Tribune and more recently was personnel director for Robert I. Cohen's of Galveston.

Sam is still in the army after five years of service in the states and later in New Caledonia, the Phillipines and Japan, and just concluded a sixty day leave visiting with friends and relatives. He left Washington on June 11 for another year's service in Japan, where he will be chemical officer with the 24th Division.

During Sam's absence overseas Mrs. Umphrey will reside with her mother in Kansas City. Sam's temporary address is: Capt. Samuel B. Umphrey 0-491826 24th Division APO 24, c/o Postmaster San Francisco, Calif.

"Darling, haven't I always given you my salary check on the first of every month?"
"Yes, but you never told me you get paid twice a month, you embezzler."

He: "I'm keeping a record of all the good times we've had together."
She: "Ah! Keeping a diary?"
He: "No. Stubs in a check book."

Taxi Driver: "I thought that I heard somebody tell me to stop."
Passenger: "Drive on, she wasn't talking to you."

NEW HOME OF WESTINGHOUSE IN BEAUMONT



On June 22 Westinghouse Electric Supply Company held open house for their new home at 265 Cypress in Beaumont. The location of this branch supply house in Beaumont brings to successful conclusion the efforts of electrical enterprises in this area for such a branch office here.

V. R. Gonzales, area representative for Westinghouse for the past 17 years was named manager of the branch house.

PLAIN TALKS

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Published by and for employees of Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.

JERRY STOKES

Editor: KENNETH SUTTON

Associate Editors:

JEANNE MOYER



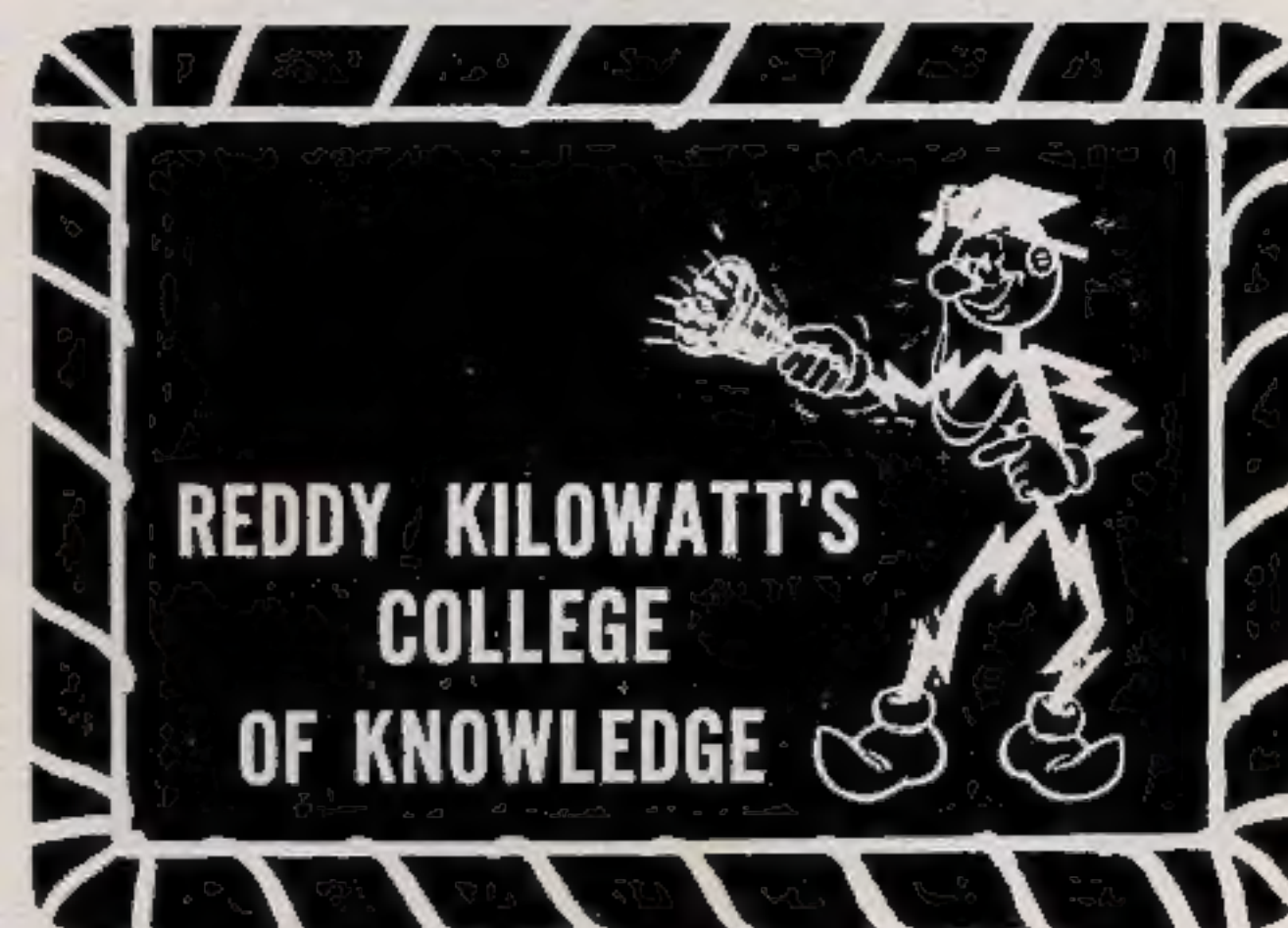
I'll take it—if youse got one of them new electric washers.

As a heritage, steeped in precedent, the man in the above cartoon has a right to want the latest and best tools available with which to do a job. However, at present he may be "out of luck."

From our standpoint as a company, and also individually, we all regret that the supply of finer things in electrical merchandise are for the moment only a small, small stream. This shortage is a war-born thing, nurtured on dissension, misunderstanding and the shortsightedness of common mortals—but not lasting—just growing pains.

We can look optimistically upon the present mere dribble of goods as the trickle from a crumbling dyke; soon to be a flooding torrent.

When that day comes, and authoritative sources indicate that it won't be too long now (see articles on the merchandising situation elsewhere in Plain Talks) we can all go ahead to work faster and better to build a finer and greater nation.



ELECTRICAL ALMANAC

1837—Prof. Charles G. Page, Salem, Mass., physicist, experiments with sound waves and discovers that musical notes can be transmitted by electromagnetic means.

1860—James Clerk Maxwell Scottish physicist, formulates two general laws—that every change in an electric field produces a magnetic field in the same place; that every change in a magnetic field produces an electric field.

1887—The first tracks for an electric railway in New York City are laid on Fulton Street.

1917—Radiotelephony between the ground and planes in flight and between two planes is demonstrated.

Just patented: A vanity case with an electric light bulb behind the mirror—and a refrigerated apple-vending machine.

A night lamp for the nursery powered by a round fluorescent bulb introduced last year for Christmas trees. It's available in two shapes—as a toy bear or kitten.

Fluorescent lighting has ballooned into a \$100,000,000 industry—since 1940.

Private Enterprise Given Plug By Navy

Seldom do we stop and admire ourselves for our American industrial achievements although they are almost unbelievable to the rest of the world. We are indebted to Rear Admiral James T. Mathews, U. S. Navy, New Orleans, La. for relaying to the electric utility industry this AP dispatch from Iwo Jima, incident to its capture, and typifying the ingenuity and industry of our construction workers. The AP report told how the Marines captured a Jap major who had been "holed up" in a cave for two weeks. Coming to the outside, he blinked his eyes in the unaccustomed daylight, then surveyed the scene before him—the transformed surface of his once familiar island. His arrogance disappeared when he realized the tremendous project that had been achieved overnight by our forces. He mumbled weakly: Impossible!

To those men who served in the construction battalions of the Navy no finer tribute could be paid than the public acknowledgments of such seemingly impossible tasks that were done by the magic of their skill and ceaseless energy. American industry can take pride in the achievement also as the Navy attributes the "know how" to the years of experience and training gained in private industry.

REDDY KILOWATT

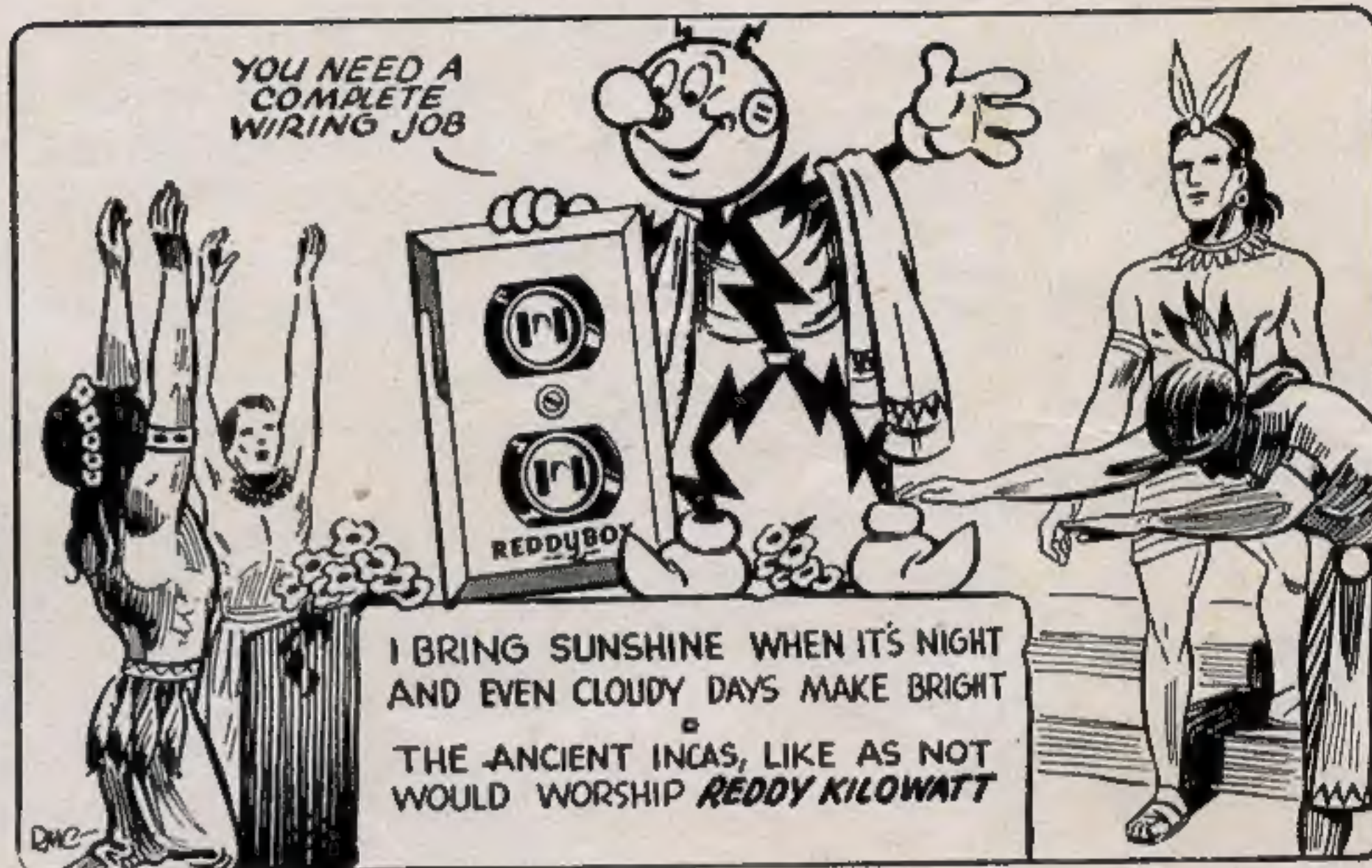


THE ANCIENT INCAS OF PERU
WORSHIPED THE SUN-GOD IT IS TRUE

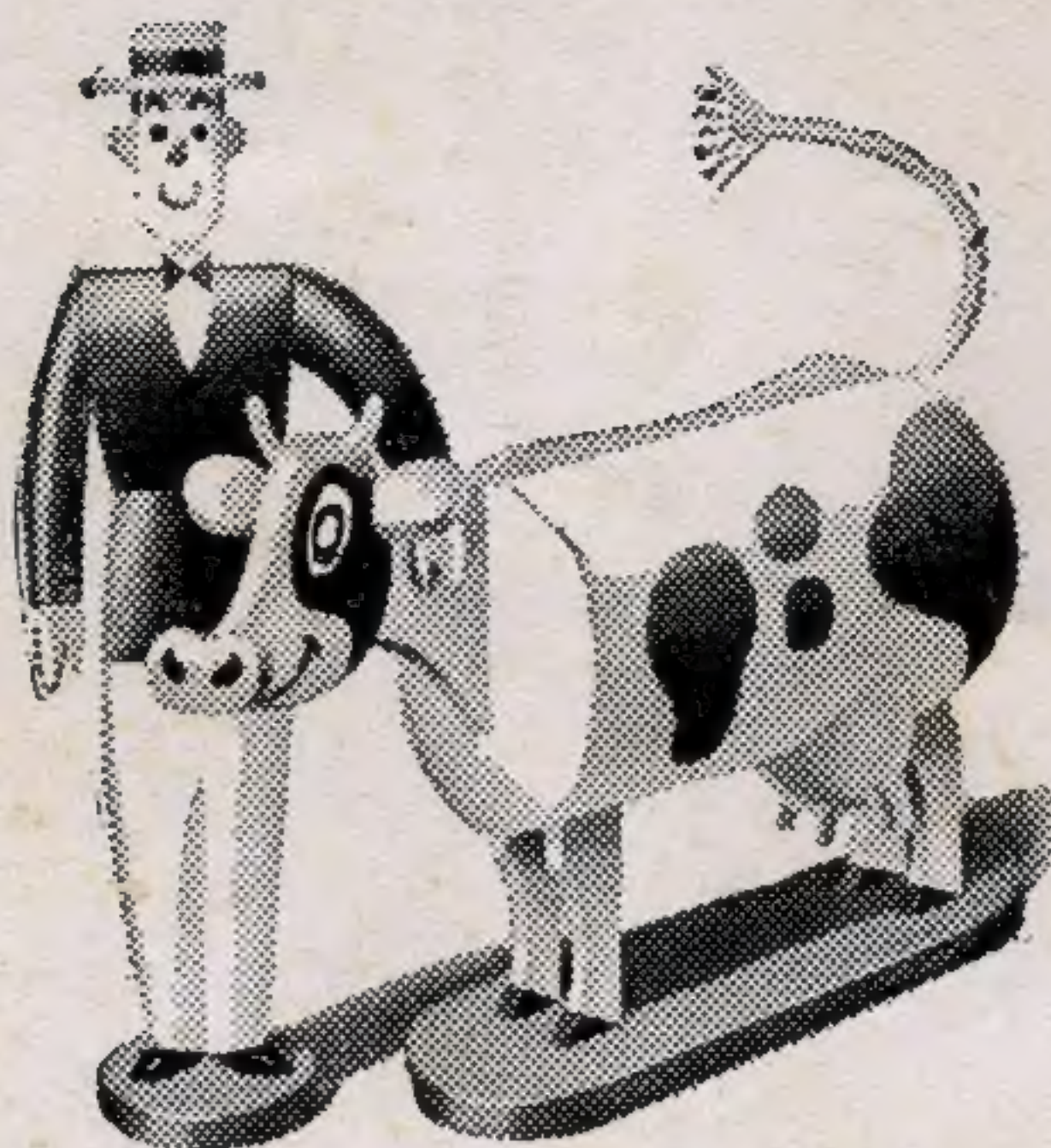
..... Sunny Boy



THE SUN WAS GOD OF LIGHT, YOU SEE.
SUPPOSIN' THEY HAD HEARD OF ME



The City Slicker and His Cow



Everybody felt sorry for Farmer Whitney when his only daughter Annie ran off with the City Slicker. But they felt sorrier for Annie when her Dad died, and she and her husband came back to run the farm.

Nobody liked the City Slicker much, but Annie was a local gal — and they did have bad luck. Frosts hit the orchards, crops were rained out, the barn burned down with the last cow in it.

So the neighbors got together and talked things over. For the sake of Annie's Dad, one gave them a cow. A second agreed to furnish feed. A third offered the use of his barn until the Slicker and his wife got on their feet.

Well, the Slicker soon found that the cow gave more milk than he and Annie could use. Being a shrewd citizen, he sold the surplus. The proceeds helped him to buy another cow. The neighbors, approving this ambition, supplied more feed and the vet offered his services free.

About that time, the Slicker decided the local milkmen were robbers. He did some tall talking about the high prices they charged, meanwhile selling his own milk for less. Many folks agreed that the Slicker was a great crusader against selfish interests.

But one of the neighbors (who happened to be a milkman) figured things out. He knew he couldn't afford to buy cows, feed and doctor them, acquire equipment, pay deliverymen — and still sell at the same price as the Slicker, who hadn't a dime invested, got feed free, and had no overhead.

A great to-do resulted, and soon folks stopped hauling feed to the Slicker's cows (which were now four in number). The neighbor requested barn rent, and the vet asked pay for his services. When the Slicker was really on his own — he suddenly realized the local milkmen were doing a darned good job to sell milk as cheaply as they did.

It's easy to compare the Slicker's methods with government in business. When taxpayer's money furnishes everything — even to making up any annual losses — it's not surprising that no *business*-managed, taxpaying company can compete with it — any more than the local milkmen could compete with the City Slicker.